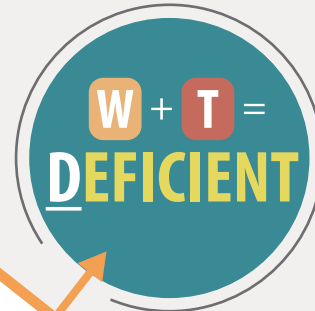


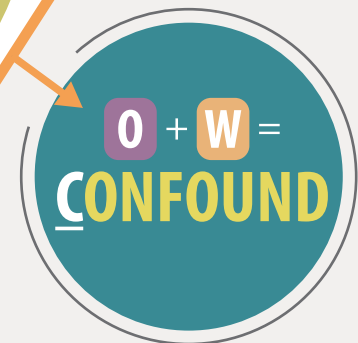
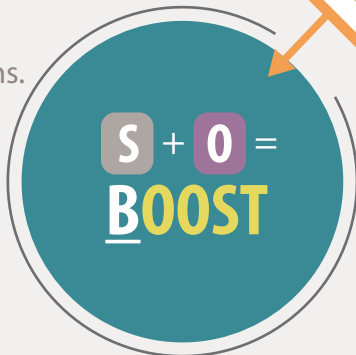
The ABC's of **SWOT**...a clearer view

You are active everyday in competition for clients. This is where you invest your daily operational budget.



Deficient areas of your business are areas to monitor and be aware of and manage for clients, but it is not an area for investment.

Your business needs a Boost to grow. Growth is created when you invest in opportunities which complement your strengths.



Confound describes the work you can or could do, but it creates a struggle. There is little or no opportunity for Investment. A state of confoundment for you creates pain for your client.



Brett Harpel helps new business leaders/owners define and deliver success for their organization. For 20+ years, his career has awarded him opportunities to sell, coach sales, lead operations, and facilitate organizational change efforts on various levels and throughout North America for industry giants such as Johnson Controls, Trane, and Ingersoll Rand. He has also been responsible in markets with brands which do not carry the same industry or household recognition. Having experienced start-up, small, medium, and large organizations, he understands the range of benefits and hurdles encountered by each.