

# Building External Relationships

## Our Mission

To help start-ups and small businesses build and gain the skills necessary to develop and grow their business.

## Value Proposition

To offer one-stop business services for small and start-up entrepreneurial businesses which impart the customer with the tools, information, processes and support needed to fast track their venture to the next level of growth.

## Goal

To provide the processes and infrastructure needed including any training of staff to be able to retain and maintain skills needed to move forward on their own with current staff.

## Flexibility

Flexibility on pricing models to meet your business needs and budget.



## Why Choose RK Fischer & Associates?

Whether you are an early stage start-up who is looking for help with their business plan, need to raise funds, build the proper processes; or you are a mature small business that is looking to grow their business through marketing or by adding indirect channels, RK Fischer has the services and skills required to help meet your business goals. We want to provide you the business services which will aid you in developing and growing your business.

We understand and have the experience in the start-up and small business environment and know how it differs from a larger company. These are fast-paced environments which require change to happen quickly and with limited funds and staff, so building the right foundation and being able to train you and your staff on how to move forward on your own is key. Our motto is **Making Business Simple** and is what we want to do for you.

## Our Services

- **Business Plan Development** - Helping you build an effective external business plan to acquire new or additional funding or an internal plan to move your business forward through a balanced score-card.
- **Product Management / Product Marketing** - Helping you build and manage your product portfolio internally and externally .
- **Channel Development / Channel Marketing** - Helping you build a channel strategy, select the right types of channels to market, and build the right programs to make the channel successful.
- **Direct Marketing and Lead Generation** - Helping you develop the right marketing campaigns and programs within your target market along with the metrics to track and determine their success.

## Other Services Offered Through Partnerships

- Corporate Legal Services
- Project Management Services
- Management Training / Executive Coaching
- Human Resource / Talent Management
- Public Relations / Investor Relations
- Web / Graphic Design Services

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## Our Mission

To help businesses of all sizes utilize their talent and resources effectively to be both profitable and gain a competitive edge.



## Value Proposition

It is our passion to work with companies who know that their greatest asset is the collective genius of their people.

Let us do what we do best so you can do what you do best.

## Who is OYG Consulting?

We are thought leaders in talent management, human resources, and organizational development. We literally wrote the book on retention strategies (*The Best Practices of Employee Retention*, Thomson-Carswell, 2009), as well as books on how to build innovative and high performing cultures. Our successes include:

- Working with a team to turn a 6 week process into a 1 day process without loss of quality,
- Helping a municipality build a \$1M life-safety centre with no taxpayer dollars,
- Working with an organization to cut turnover by 70% and attract top talent, thus increasing the value of the company by 300%.

## Benefits with Impact

OYG Consultants are benefit specialists who have relationships with every major group benefit provider in Canada. As an independent agent, we can put together a quote for you to get the most benefits for the best rate. Even if you currently have benefits, we can become your agent of record and help you utilize those benefits effectively so that they become a very powerful tool to attract and retain talent as well as build a high performing and innovative culture that has a bottom line impact on your business.

By allowing us to be your group benefit provider, we can provide you our expertise that is literally worth tens of thousands of dollars !

## Free Consulting

We know that money can be tight and there is often no money for consultants, even when they are needed. That is why we have developed "The Google Way" and found other alternatives to help cover our costs. Contact us to find out more.

## Why OYG?

- When you are interested in attracting and retaining the best people
- When you want to make sure your employees are engaged and are producing
- When you want to make sure your talent is effectively utilized
- When you want to make sure your talent is ready to grow and adapt to challenges as fast as the market
- When you want to build a high performing culture that gives your business a sustainable competitive advantage