

# SPECIALTIES

## BUSINESS STRATEGY

Failing to plan a business strategy is a path to failure. When you need to **develop a business strategy** for the next 3-5 years, partner with a strategy expert that understands your industry, competition, and performance measures. We partner and deliver a facilitated leadership strategy development session, environmental scan and strategy methods suited to your industry, to develop your best strategy. We also develop action plans to execute the strategy.

## MARKETING STRATEGY

When you need to **increase sales and profitability**, you need a marketing strategy that works. Build market awareness and volume with your preferred customers through a multi-media strategy. We help to define your target market, optimize your message to them, and use a multi-media outreach for success.

## LEADERSHIP BEST PRACTICES

We harvest **leadership best practices** from the top performing companies across the globe, and bring these to your company, to strengthen your workforce engagement, performance, productivity and results. Solutions include organizational structure & role alignment, performance management & compensation systems, reward & recognition, and cultural change management & engagement.

*The job of leadership is to inspire the workforce, and set the direction to achieve the mission and vision. Are you on track?*

# REACH US



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Pursuit of Excellence LLC

“Dawn is a person of integrity, and is experienced and extremely knowledgeable in her field. She is an excellent listener who truly cares about her clients.”

*Linda Foster, Owner,  
New Day Yoga & Wellness LLC*

# ACHIEVE BUSINESS SUCCESS!



Whether you need to expand products or services, boost sales, add team members, or achieve higher levels of profitability, your problems are our sweet spot. We love to solve business challenges, and we're really good at it!

Ready to help **anytime!**



# SKILLS

## WHAT WE PROVIDE

Businesses that succeed have a common pattern of strengths. Most business leaders are strong professional, technical or managerial leaders, yet no one has a complete skill package. Often the best professional or technical experts lack business, marketing or finance skills that are essential to business success. We add incredible value in filling those needs, while allowing the business owner to focus on their areas of expertise. Together, it's a formula for success.

## DAWN'S EXPERTISE

Dawn Garcia, MBA, MS, CMQ-OE serves as Principal and Senior Consultant for Pursuit of Excellence LLC, a business management consulting agency based in Eau Claire, WI. As an experienced business owner and leader, she sees the strategy, system and process gaps that impact business performance and results. She designs a path to success, and manages the engagement, to meet or exceed client goals.

## FIND OUT MORE

For more information about Pursuit of Excellence's services, testimonials and valuable resources, check out [www.pursuit-excellence.com](http://www.pursuit-excellence.com), or sign up for our blog or email list. *Our success is your success.* Let's get started today!

# SERVICES



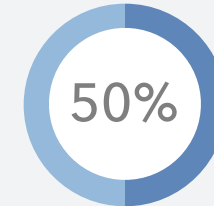
## BUSINESS PERFORMANCE & GROWTH

Each business has areas of unique market advantage, now and into the future. We help to identify, develop and leverage strengths toward your mission and vision with our exclusive Excellence Driven<sup>SM</sup> System. Whether you need help with defining the best strategy, refining action plans and work processes, or engaging your workforce, we bring the tools, knowledge and processes to achieve your goals, and deliver great results.

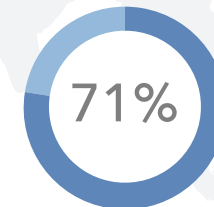
## TALENT MANAGEMENT/ DEVELOPMENT & SUCCESSION

Are all of your team members and leaders in the right seats? Do some team members work harder than others to compensate for performance or skills gaps? Have you tried to fix this situation and made it worse? Let us help to design the best solution for your organization and inspire your team, by getting the right people in the right seats, and building your workforce for the future!

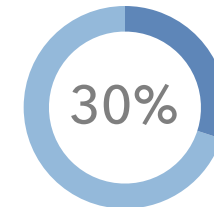
# SUCCESS TACTICS



Half of businesses with employees survive to their fifth year of operation.



71% of the fastest growing businesses have and use business plans to guide marketing and growth.



Businesses that use a marketing plan grow 30% faster than those who just "know" their market.

Who do you turn to for business advice? Try us next time, and get better value and results.

You always wanted to create a successful business, and achieve your dreams. Here's how to do it: 1) Commit to a business plan; 2) Be passionate and persevere through the growth phases; 3) See early signs of a need to shift or modify your plan; 4) Use a sector mentor; 5) Get expert help for business challenges and knowledge gaps.