



Who Can **YOU** Trust?

# YOUR *OWN* BUSINESS COACH

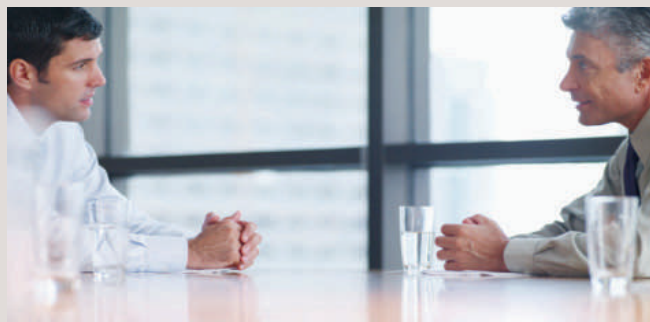
COACHING IS A RELATIVELY NEW AND DIFFERENT APPROACH TO FACILITATING POSITIVE CHANGE IN GROWING, STAGNANT OR EVEN TROUBLED SMALL BUSINESSES BY FOCUSING ON ONE-TO-ONE RELATIONSHIPS WITH OWNERS AS THEIR SOUNDING BOARD.

BY FORGING A BOND OF TRUST, NEW SYNERGIES PAVE THE WAY TO CHANGE OR OPPORTUNITY. IMPROVED FINANCING, OPERATING PERFORMANCE, FINANCIAL RESULTS AND EVEN PERSONAL CHANGE ARE OUTCOMES WITH THE INPUT AND ENCOURAGEMENT OF A SEASONED BUSINESS COACH.

COACHING MAY ENTAIL SINGLE OR PERIODIC SESSIONS - IN OFFICE OR ONLINE. THERE ARE MULTI-PHASED PROGRAMS OVER DEFINED PERIODS OF TIME FOR MORE INTENSIVE NEEDS.

FOR THOSE OWNERS UNABLE TO ACT ON THEIR OWN BEHALF WE OFFER CONSULTING SERVICES AT FEES GEARED TO SMALLER BUSINESSES.

IF YOU'RE ACCOUNTABLE ONLY TO YOURSELF AND NEED A SOUNDING BOARD, WE'RE THERE TO HELP, AND MORE IMPORTANTLY, AFFECT CHANGE.



**HAVE YOU PERSONALLY THOUGHT ABOUT THESE ISSUES LATELY? A BUSINESS COACH CAN HELP.**

|              |  |
|--------------|--|
| ACCOUNTING   | Is it accurate? Do I need objective input outside my company? Is data relevant?                                    |
| BANKING      | Is it adequate? Is it stable? Need a change? What about non bank lenders?  |
| BUDGETS      | How can I make better use of them? Why should I forecast? Taking ownership?  |
| CAPITAL      | Where is it? Obtainable? At what cost?   |
| COMPETITION  | How can we differentiate our business? Do we benchmark? What are our strengths - where are we vulnerable?          |
| COSTS        | How do I contain them better? Am I objective? Where can I outsource?   |
| CREDIT       | Are we careful extending it? Is our credit challenged? What can we do?   |
| EMPLOYEES    | How is accountability, morale, teaming?  |
| FINANCING    | Losing it? Keeping it? Bettering it? Staying ahead of lender changes?  |
| INFORMATION  | Are my systems, applications, equipment helping or hurting me? And costs?  |
| INSURANCE    | Healthcare, property, casualty, liability coverage optimal? Are there options for rising employee costs?           |
| LEGAL        | How, when and where are we exposed?  |
| MARKETING    | Do we "live" our pitch? Is it heard?   |
| OPERATIONS   | Have I optimized? Can I streamline what we do? Can I apply lean techniques?  |
| PERSONAL     | Anxious or stressed - why? Do I have a <i>sounding board</i> ? Am I truly satisfied?                               |
| PRODUCTIVITY | Am I controlling the business or is it controlling me? Can my efforts be optimized? How can I be self-accountable? |
| SALES        | Am I reaching my customers? Using the right channels? And with new media?  |
| STRATEGY     | Do I know the strengths, weaknesses; the opportunities and threats to us?  |



# DiversiCorp LLC

THE BUSINESS SOUNDING BOARD

**DiversiCorp Inc** was established in 1985 as a turnaround consulting, coaching and collateral management firm. Today, a quarter century later **DiversiCorp LLC** has been re-established to focus its attention on under-served small business owners, principals, partners or family leaders; whose companies have revenues less than \$10 million, and seek to grow or improve in uncertain times.

Our approach addresses both the quantitative or “numbers” side and the qualitative or personal issues affecting both the business and the owner’s level of satisfaction.

This usually begins with a thorough battery of questions, personal visits and other assessment devices. But before anything is undertaken we offer a no obligation personal meeting to understand where you are now and want to be in the future.

We are supported regionally by independent coaches and consultants in the DiversiCorp network that offer many specialized services ranging from forensic accounting to financing services.

**Jim Mayer** serves as Senior Coach and Managing Member. He has advised more than 100 businesses and an equal number of stakeholders that include: lenders, suppliers, investors over more than a quarter century.

In the 90’s he advised the SBA on the 7A CapLine working capital program. He was featured in publications that included the *Wall Street Journal*, *CFO Magazine*, *Entrepreneur Magazine* and wrote more than a dozen articles in prominent publications including: *The Bankruptcy Law Review*, *Turnarounds and Workouts* and *Business Credit*.

In 1987 he received a Certified Management Consultant from the Institute of Management Consultants. In 1991 he was an early national board member of the Turnaround Management Association.

Over the years he has counseled, taught, written and advised on business strategy, organizational skills, turnaround, financing, collateral management, small enterprise risk, insurance, marketing, and coaching transitional or operationally challenged businesses.



THE COACH OBSERVES, ANALYZES, ENGAGES, EMPOWERS AND ENCOURAGES THE CLIENT



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Spend an hour with us at no cost or obligation. See if *facilitative* coaching or more traditional *directive* consulting options can improve your performance and serve your own needs. Since our original founding in 1985 our principals have consulted or coached hundreds of small businesses, their owners and stakeholders.

Fees for in-office coaching sessions begin at less than \$200. Monthly programs start at less than \$800. Options include programmed coaching for flat fees, fixed monthly consulting and customized plans geared to specific needs. Services can be delivered at our offices, your location or online. Credit cards and e-checks are accepted.

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## MEMBERSHIPS

