

## Small Business, Big Success

*There are opportunities in every business cycle. We have programs to address the three critical phases of growth, each designed to find and capitalize on how opportunity knocks.*

### ■ Start Ups

Defining the mission, the market, and the means to reach it, from the business plan and financing to the nitty-gritty of office space, equipment purchasing, and employee training.

### ■ Build Ups

Turning growing pains into business gains with goal-precise research, upgraded levels of infrastructure, and reorganization that encompasses a changing business identity.

### ■ Fix Ups

Regrouping, consolidating assets, identifying and containing problems, implementing corrective action, and determining where to trim, streamline, and advance.



Whether it's a 50-person company or Me-Along, Inc., we help define specific goals and how to systematically achieve them.

## Talking Ducks

“Whether your challenges are in accounting, organization, technology or management, Ruth Sheets is the one for the job. She has a meticulous eye for detail and a love of problem-solving. She certainly helped me.”

- David Osborne, Managing Partner, the Public Strategies Group; Co-author, *Reinventing Government and Remaking Bureaucracy*

“Ducks in a Row not only provided clear, highly detailed research and recommendations, but represented our organization in such a way as we were able to conduct continual follow-up with the contacts she established for us.”

- K.J. Ward, JRI HEALTH, A Division of the Justice Resource Institute, Boston, MA

“Ruth Sheets' ability to handle conflict resolution and offer clear financial direction was impeccable. She helped us create a Business Plan and Vision Statement that has had long term positive repercussions.”

- Dr. Ann Emish, Loving Hands Family Chiropractic, Newburyport, MA



**DUCKS in a ROW**  
CONSULTING

# THE DUCK STARTS HERE.

Ducks in a Row  
Consulting  
Newburyport MA

**RUTH A. SHEETS, MBA,** founded Ducks in a Row Consulting in 1998 to bring the benefits of business planning to start-up ventures and small businesses in transition. She is a North Carolina native who has directed workshops and project management for a wide range of companies in the Northeast. Since opening a private consultancy, she has repeatedly demonstrated how success favors the prepared business mind.

Helping Businesses Start Up,  
Fix Up & Build Up

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## Why the ducks?

It may never have been literal, but getting your ducks in a row is about putting it together... the principle of organizing before going into action... creative strength flowing from united purpose. We give you the means to make it all line up.

## Your Confidant & Advocate

We bring objectivity and advocacy to your business issues with a spirit of collaboration and good faith. We provide a unique approach to exploring new ideas, sensitive issues, and confidential venting. We offer insight with optimism and practical guidance.



## Ducks in Business

*A Sampling of Client Industries*

- ◆ Healthcare
- ◆ High Tech
- ◆ Home-based Businesses
- ◆ Law Offices
- ◆ Medical Practices
- ◆ Non Profit Organizations
- ◆ Political Campaign Management
- ◆ Retail
- ◆ TV Media Services



## Business Service Menu

Different ducks, same requirement: A plan for success. Ducks in a Row Consulting provides customized solutions and a comprehensive plan to achieve success.

### Full Duck Alignment

Our most complete and potentially beneficial program includes: A complete evaluation of your business goals, operations, marketing and net profitability is made from top to bottom. The detailed analysis is translated into an absolutely clear presentation with the results, recommendations, and step-by-step process for implementation. The Full Duck Alignment comes with a follow-up service and maintenance schedule to ensure its continued success.

### Are Your Ducks in a Row?

*To schedule a Free Introductory Consultation and Estimate call 978.463.2264.*

### Ducks in a Row Computing

**PC Rescue & Technical Support**  
Business Computers must survive viruses, crashes, and constantly changing software. Limit or eliminate computer downtime with your choice of tech-support programs:

■ **PC Assurance Plan:**  
A regular schedule of visits includes maintenance, troubleshooting, and upgrades.

■ **PC Rescue & Recovery:**  
On call service in the event of an emergency, on site assistance to get you back in business.

### Mission and Planning Ducks

**The Mission Statement:** Why are you in business? What does your business do? Whom do you serve? We help find the words and the focus so that every business member can answer those questions as assuredly as they would their own names.

**The Business Plan:** Like architectural blueprints, this is the building diagram of your operation: The infrastructure; the job descriptions; the logistical and financial daily bread. We can create or assist in formal Business Plans for bank or venture capital financing, and/or produce a hands-on document for business launches and developmental growth.

### Insider Ducks

**Office Management:** Optimal efficiency comes from using the right tools. We can specify equipment, hardware, software, and technical support, plus supply training on systems, troubleshoot glitches, and resolve interdepartmental gridlock.

**Human Resources:** We use a positive approach to recruiting and screening employees that is discrete, non-disruptive, and morale boosting. We excel in team building, performance evaluation and conflict resolution.

### Duck Intervention

Projects in problem solving: We help find the opportunities in sudden change. What are the options for redirecting resources or increasing positive visibility? How do you capitalize on down time, boost employee morale, or get a read on the competition? These are short term consultations that fortify and refocus a company in need of immediate uplift.

*Helping  
Businesses  
Start Up, Fix Up &  
Build Up*

