

SMG10X

Innovative 10X Business Solutions

*Helping business leaders make **quantum leap** moves and secure lasting enterprise **value**. Applied **innovation** and **entrepreneurial** thinking **transforms** companies by creating **new opportunities** in a rapid change world.*



www.smg10x.com

The SMG 10X Advantage

Achieving quantum leap business solutions in the enterprise is the goal of SMG 10X. We focus on applying innovative and entrepreneurial processes and thinking to help our clients quickly become more competitive and profitable. SMG 10X is the firm of choice for clients desiring the best in innovative



thinking, application and execution to make their companies stronger and better. We set the bar high working with leaders desiring to take their companies to new levels of success helping them move from a market share strategy to a market ownership position. Results yield innovative 10X business solutions in maximizing opportunity, setting barriers to competition and mitigating risk.

The SMG 10X team, led by founders and managing directors Dr. Dean McKay and James Schultz, has successfully led, revitalized and transformed small to large, public and private, local, national and multi-national firms in wide range of industries. They include high tech, industrial, manufacturing, food and agriculture, aerospace/defense, medical, transportation, distribution, professional services, telecom and multimedia, eBusiness, construction and more. Our board of advisors and associates complement the team and represent some of the leading minds in business thinking, leadership, innovation and management execution today.



The Global Business Need

Global debt market is broken. US trade deficits are spiraling. Record public & private debt. Mounting foreclosures and unemployment and EU market meltdown. Diminished tax base and record bankruptcies. Free enterprise and socialism don't mix. Is today's economic state a drag on or opportunity for your company? Are you cutting people and costs to make your P&L and balance sheet work? Are you finding new customers in new markets? Why not? Do you have an entrepreneurial and innovation leader at your firm? Are they effective? If not, how do you innovate?



At SMG 10X we ask the questions every CEO, Board of Directors and Shareholder asks of the company's leadership team—are we agile, adaptive and can we grow at a profit in the dynamic and relentless change in our markets? Do we have barriers to competition? Are we selling on competitive advantage or price? Where will our revenue come from this year? In five years? What do our customers value? What are our customers doing? How will we compete in a world where 70% of world's growth in next few years will come from emerging markets and multinationals are moving not just manufacturing facilities but R&D departments to emerging markets? They have a massive consumer base fueling the thirst. Will they be our customers too? When will these multinationals encroach on our market or are they now?

Our Process & Solutions

At SMG 10X we help companies place an emphasis on value creation, customer driven growth, and industry changing disciplines among them innovation and marketing. The strategy, process and tools utilized result in innovative 10X business solutions. That means more effective and efficient use of all company resources (customers, technology, employees, suppliers, PPE, etc.) including working capital.



Innovation Challenge

Take the CORPORATE INNOVATION CHALLENGE below and see how your company stacks up.

YES NO

- Is your company facing heightened competition from domestic and international rivals?
- Do your sales representatives increasingly argue they need to offer deeper and deeper price discounts to make sales?
- Do you sometimes feel disconnected from your customers? Do you feel they may not know exactly what your value is and how you deliver it?
- Are you finding you need to advertise more to get noticed in the marketplace yet the impact of each advertising dollar is falling?
- Is your company focused more on cost cutting, quality control & brand management at the expense of growth, innovation & brand creation?
- Do you blame the slow growth of your company on your market?
- Do you see outsourcing to low cost companies or countries as a principal prerequisite to regain competitiveness?
- Are mergers and acquisitions the principal means your company sees to grow?
- Is it easier to get funding to match a strategic move made by your competitor than it is to get internal funding to support a strategic move that allows you to break away from the competition?
- Is commoditization of your products and or services a frequent concern or worry?
- List your key competitive factors. Now list your competitions. Are they largely the same?

If you checked YES to 5 boxes or more your company could realize immediate gain and huge return on investment from an SMG 10X Alliance "Business Tune Up"



Our Products & Services

We tailor management consulting services and solutions to meet our client needs. Core programs include:

10X ALLIANCE - A 10X BUSINESS TUNE UP

Audit, Analyze, Options, Recommendations, Architecture & Act

10X STRATEGY & VISION SESSIONS

Innovation by the numbers
Core team engagement
Divergence & Convergence

10X SOLUTIONS

Managing 10X Alliance to Implementation
'Drop in' corporate development team
Innovation Applied



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