

Accelerated growth, speed to market, and stronger team commitment to make it happen.

In today's tougher, more competitive environment, companies have to act faster and smarter than before. Good planning at all levels is more important than ever and today's successful companies move quickly to deploy their resources to top opportunities. Nobody knows your business better than your managers, but getting them to focus on the big picture instead of their day-to-day operational tasks is difficult.

Beacon's *Planning for Growth* process uses proven team techniques to help you create solutions you can actually implement with the buy-in from those charged with execution.

The BMG team of Phil Kening and George Latella work with your team to identify realistic growth opportunities and then tap into your team's creativity to generate actionable ideas. Unlike typical consultants, we don't try to sell you our plan; instead we use a defined process to help your team form its own. We just add some ideas learned from our fifty-plus years of experience with many companies across manufacturing and service industries. Along the way, we may challenge a few of your assumptions to pressure test the strategy.

WHAT MAKES BEACON DIFFERENT AND BETTER?

George and Phil both have had successful careers as marketers, consultants and college professors. They have practical real-world, hands-on experience with the marketing and management challenges that you face plus the conceptual knowledge gained from consulting and academia. These credentials give them a unique blended skill set to make the process run smoothly and additive to what you could do on your own.

WHY BEACON?

Experience

- 50+ years experience
- Marketing and sales management
- Fortune 50 CPG brand management

Leadership

- Principles lead engagements
- Highly visible
- Collaborative team approach

Academic and Practical Knowledge

- Broad consulting, teaching and management experience
- Current on trends
- Able to communicate complex concepts



"The Beacon team is superb: they come up with creative yet cost-effective ideas to help us grow, map out strategies to help us accomplish the ideas, and then deliver on time and on budget". **Sodexo, USA Sr. VP**

"Beacon helped us identify opportunities and provided insightful analyses. They can easily relate to our challenges".
Kevin Humphreys, VP Bus. Development, ARAMARK

"We used Beacon Marketing to help us understand how our business is changing and quantify both a B2B and B2C opportunity with our retail and catering side of the business. It was a great learning experience and provided us with the tools necessary to grow our business". **Mike Forese - Saladworks**

"George and Phil helped us analyze and identify opportunities with our Marketing. They got everyone involved. I was impressed with what was covered in one day."
Jeff Asher - Asher's Chocolate

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