



Global Management Consulting Services

## ***Commentaries and Insights from Allawos & Company***

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### ***“Re-inventing Yourself and or Your Business”***

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The old adage of grow or die has never been more true in today's economy than ever before. On average every 18 months technology changes or is re-invented and has the ability to change the direction of industries from lucrative, break even and then to mortgaging the home and family just to stay alive in a failing business path.

One just needs to look over the years at of the mergers and acquisitions, where there was once dozens of companies now only a handful. Some say its global competition, mismanagement, market saturation or a combination of all factors.

We rely on technology as an integral part of our business life and in some cases spend millions on hardware, machines, Intellectual property and software in hopes that it will give us the edge to compete or give us a large advantage in the market place as not having to compete (the dream).

Hardware, machines and software can become outdated overnight, intellectual property must be managed and defended which is a costly endeavor but necessary because it is a large part of a company's value. Choosing the right human capital is by far the most important decision a business can make since they not only perform the daily tasks but change or influence the culture and path forward.

Allawos & Company just recently brought one of our clients to the Paris airshow as an exhibitor to great success. Like most trade shows of the past one would expect the traditional giveaways (the small trinkets that you bring home to your kinds and you are a hero for doing it) but not this time. If you could, you may have found booths with small candies and if invited, reception rooms stocked with food and drink, but not for the masses.

When the question was asked of several exhibitors why not “trinkets”, the typical answer came back “we are just lucky to be here because our marketing budget was minimal”. Unfortunately this is the same scenario that plays out in industry when budgets are tight, the marketing budget gets reduced and the higher ups wonder why new business isn’t coming through the door. Our clients “giveaway budget” was less than an airplane ticket in coach!

Our client gave out thousands of unique giveaways of different types with their logo prominently place as well as going to various other exhibitors that our client wanted to have a business relationship with and dropped off their marketing materials and giveaways. Our client is now engaged with every prospect that that set out to work with.

One of my favorite saying is “step outside the box or be prepared to be buried in it!” The point of this newsletter on re-inventing yourself and or your business is to focus on developing a strategic or business plan with your goals in mind then executes it. **“BE BOLD BE A LEADER”** no one likes to be in seconds place, besides you’ve already made the investment make it count!

Allawos & Company prides itself in being bold and stepping out of the box especially when it comes to the following:

### **Corporate Development**



Business plan development, support and oversight



Strategic plan development, implementation & advisory



New market strategy, planning and exploitation



Organizational re-molding and management services



Organizational development and consultation



Employee survey, coaching and training.



Corporate social responsibility & corporate sustainability

### **Business Development**



Proposal development support



Capture assistance – Aerospace/Defense, Energy and technology sectors



New market creation & Penetration

### **Marketing and Communications programs**



Marketing positioning and branding



Development and maintenance of marketing/communications programs



Marketing campaign development



New market creation & penetration

In many businesses that we work with, we see the same issues that hold them back from real growth; communications deficiencies and being in that proverbial “fish bowl” meaning that the only perspective they have is their own.

## **About Allawos and Company, LLC**

Allawos & Company is a comprehensive global management business-consulting firm, tuned to enable organizations to identify and exploit opportunities through creative engagement built on a foundation of decades of senior management experience.

We are a global management consulting firm specializing in business plans, business development, corporate development, contract negotiations, employee surveys, strategic planning and turnarounds.

We service the aerospace industry to healthcare, semiconductor to farming and most industries in between. Our comprehensive consulting services improve the client’s condition and leaves behind the tools for growth.

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