

business success and renewal

• solutions • ideas • innovation • business improvement • process • plan • implementation

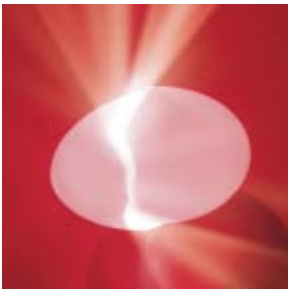
"Since 1983, Joe Langworthy has been diagnosing illnesses and prescribing remedies for ailing area businesses."

Small Business News



direction and business strategy

To succeed you must put the "right" decisions into action. This includes balancing insight and implementation, technology and tactics, big ideas and the bottom line. We look at the marketplace, explore options, determine what is possible, and then carefully assess with you whether those opportunities make business sense. What is the financial impact? Should you move from product-focused operations to a customer-focused model?



the plan: designing the process

In business it takes a careful balance of creativity and discipline to turn strategy into results. We help you to identify potential customers, differentiate them based on value and needs, interact with them efficiently and effectively and customize your product / service offerings based on research and planning. It is about transforming customer and consumer knowledge into a strategy, plan and roadmap for success.



implementation and execution

Since 1983, we have helped hundreds of companies align their strategy with successful implementation. We'll help you develop an implementation strategy to jumpstart underperforming departments or projects. We help align the resources to use and assist with change to help your company understand and embrace new methods and strategy. We'll help infuse focus, energy and commitment into your improvement initiatives so you can get business results - quickly!



team commitment and enthusiasm

Inspiring an organization to change the way that it interacts with its customers and attacks the marketplace requires a communications strategy that starts at the top and cascades throughout the enterprise. We work with our clients to develop the strategy and then provide the tools to execute it. Tools for employees who face customers everyday; to custom publications supporting an internal or external communications strategy; we provide the relevant marketing communication content and the learning platforms.

what we do

LANGWORTHY COMPANY is a management consulting firm that helps you develop strategy and "how to" action steps to jump start projects or under performing business units.

how we do it

- Research
- Business Strategy
- Develop a Plan
- Focus Communications
- Diligent Implementation
- Implicit Execution
- Teamwork
- Training

what you get

- Ideas & solutions
- Improvement
- Better decisions
- Company direction
- A plan to do it
- Contingencies
- Team commitment

how you benefit

- Improved sales & profits
- Greater marketshare
- Less customer turnover
- Relationship buyers
- Greater confidence
- Greater HR performance
- Competitive advantage

Langworthy Company

C O N S U L T A N T S

• Management • Strategy • Marketing • HR •

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