

Medium-sized Business

	Issues	INSIGHT's Services	Client Benefits
Strategy & Tactics	<ul style="list-style-type: none"> Setting goals and objectives Growth and diversification Maintaining and increasing profit margins 	<ul style="list-style-type: none"> Strategic analysis and planning Resource allocation recommendations Business model assessment/realignment relative to marketplace and competition Development/definition of business thrusts and market differentiators Message development/presentation Recommend alliances and acquisition strategy 	<ul style="list-style-type: none"> Focused business identity Framework for investment prioritization and resource allocation
Business Development	<ul style="list-style-type: none"> Grow current customer base Diversify with new customers Expand service offerings 	<ul style="list-style-type: none"> Relationship building and positioning w/government, prime contractors and subcontractors Agency-focused business development planning Bid strategies, message and theme development Presentation development and coaching Proposal review 	<ul style="list-style-type: none"> Focused market penetration, planning and execution Increased probability of success
Management	<ul style="list-style-type: none"> Cope with growth and success and graduate from small business status Manage under-performers Perform Succession planning 	<ul style="list-style-type: none"> Project management – formal program review process and program reviews Operational assessments/remediation planning General management coaching/mentoring 	<ul style="list-style-type: none"> Improved business operations, problem resolution and avoidance
Infrastructure	<ul style="list-style-type: none"> Build-up functional organization (HR, F&A, contracts administration) Manage regulatory and compliance issues 	<ul style="list-style-type: none"> Develop/review policies, procedures, compliance plans Analyze and recommend plans and documents (HR, contracts) Analyze competitive financial infrastructure 	<ul style="list-style-type: none"> Strong base to support growth