



Strategy...Growth...Exit

True-North Update



February 2009

Maintain Focus on Your Strategy in These Tough Times

Tough times don't last...tough (and smart) people do! Now, *more than ever*, it is critical for companies to maintain a focus on their strategy. Resources are limited, so the ability to focus, and focus on the right things is crucial.

Click on the following link to view a podcast by Compass Point, produced by Lehigh Valley Entrepreneur.

<http://www.lehighvalleyentrepreneur.tv>

Learn some tips on discipline, cash, and focus that will help guide you during these tough times.

We help businesses figure out where to make their money, how to sustain their growth, and how to build business legacy. Give us a call to see how we can help you reach your goals.



Where Would-Be Business Pros Can Advance Their Game

Sunday, January 25, 2009
By STEPHEN ALTHOUSE
The Express-Times

ABOUT

Compass Point, Ltd

Strategy-Growth-Exit

Compass Point provides business management consulting services to the owners of closely held, lower mid-market companies to develop plans to beat competitors and generate substantial, lasting financial impact. Our clients have historically outperformed their competitors by 3:1. We help companies find where to make their money, make more of it faster, and sustain its growth longer.

Primary Services:

***Business Planning / Strategic Planning** including Vision, Strategy, Customer Focus, and Beating / Avoiding the Competition

***Ownership Planning** including Preserving and Protecting Value, Exit Strategies, Contingency Planning, and Succession

***CFO Advisory Services** including Interim CFO, Month End Closing, Budgeting, Cash Flow Projections, M&A, Due Diligence, Post Integration, Valuation, Business Audits, Business Benchmarking, and Capital Raising

***Sales and Marketing Advisory Services** including Sales Plans, Sales Process, Ideal Customer, Core Marketing Message, Value Proposition, Channels to Market, Pricing Strategy, Scalability, and Competitive Advantage

***Business Management Consulting** including Business Advisory

Bring your game to Open Court on ...

Wednesday - April 15, 2009

For further details, go to www.opencourt.biz and click on the "How to Apply" tab.

*C-level and Key Management
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and Organizational Structure and
Alignment*

GET IN TOUCH



Establishing True-North...together.

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