

## About Cogent Strategies

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Cogent Strategies provides consulting, but not in the way that many other firms do. We are focused on providing tangible financial results by working hands on, right beside the existing management team. Companies are in a variety of stages of development. The answers are not cookie cutter and the challenges are real, particularly in today's economic environment. We take a holistic approach with our clients.

We work with clients in three ways to achieve a greater level of success. First we agree to provide a Business Snapshot, a quick view of actions that can be taken to move the business forward. It lasts only a few days and we talk with key management and employees, review the financials, take a look at the key performance indicators used by the team to manage operations, and review product and business strategies. Improvements begin immediately from this work. While executing on the low hanging fruit, we look more deeply at the organization and in conjunction with management lay out a project plan for running optimally, implementing as we go. We then continue execution on that more detailed plan. The key is to move quickly and achieve results early on, particularly if the organization has been in a loss position.

The client brings the institutional knowledge regarding clients, markets, and performance. Cogent brings a top notch team with extensive management experience and an external perspective. Our collective responsibility is to achieve improved results. Cogent's only fees in executing the detailed plan are a percentage of the improvement in the overall profitability of the company. We are completely aligned and have the same goals, growth and profitability of the organization.

We work with a variety of industries. In proceeding through our implementations, we look at everything that could make a difference in the performance of the organization. Companies are typically in the \$5-100M range in revenues, although we work with smaller companies. We have performed work under a number of circumstances. Most of our clients fall into two general developmental stages. The first are those who have hit a tough patch. They are either losing money or have had a significant fall off in performance. Time is usually very important in these cases, because the very survival of the organization may be at stake. The second is the business that has grown and performed nicely, but has reached the limit of what the owner/founder can do on their own or the management is not sure how to get the company to the next level. The owner may feel that growth is slowing or maybe the world has simply changed and not quite sure how the business has to adjust in order to continue to grow.

The key thing is that we get results, coming in to work with and beside you. It is our collective responsibility to achieve the results in the plan. For the implementation phase we only get paid based on the bottom line results we together achieve. So if you know of a company that could use superior management talent honed in a number of businesses in the middle and large company market, than give us a call at 303-459-4870 and of course reserve us a desk.