

**FREE SPIRIT CONSULTING** helps businesses and business professionals located in Pennsylvania, Ohio and West Virginia to unleash their potential and thrive.

We work collaboratively with clients to knock down barriers to success. Our proven, uniquely tailored tools and guidance help clients to increase profits, cash flow and spare time; and reduce stress and business failure.

As highly trusted and respected business consultants / coaches, with access to a strong network of local service providers and subject matter experts, we enthusiastically work with clients to help them become what they would consider wildly successful.

“Working with Free Spirit Consulting is like having a secret weapon in your small business arsenal; a perfect mix of “listening ear that lets me dream” and “organized partner who gives me clear direction.” I attacked three large areas of my business and made tangible change that directly affected the bottom line.”

— Jessica G



### **STARTUP CHALLENGES**

Confidently launch your business and watch it flourish



### **BUSINESS NOT ALL IT WAS CRACKED UP TO BE?**

Regain control, increase profits, reduce stress, gain time and energy, and thrive



### **NEED AN EXIT STRATEGY OR 'WHAT IF?' PLAN?**

Get the most from your business through astute transition and contingency planning



### **BUSINESS COACH**

There's no need to continue to struggle on your own. Over 25 years of successfully helping businesses and individuals to thrive.



## OUR SERVICES

Our goal is to enable your success! We believe that every business and person has unique needs, circumstances and goals. Our advisors will work with you collaboratively to develop a customized service, enabling you to flourish more quickly, deeply and sustainably.

Business Health Checkup

Business Operations Blueprint

Customer Facing Functions

Employee Onboarding

Employee Training

Goals / Objectives

Increase Profits

Key Performance Metrics

Mergers & Acquisitions

Mission / Vision

Project Management

Sales & Operations Planning

Supply Chain Expertise

Team Dynamics

## HELEN KISSICK

*Principal*

Helen is Principal of Free Spirit Consulting, and a Certified Advisor by the Organization for Entrepreneurial Development (OED).

Helen's know-how comes from more than twenty-five years as an entrepreneur and accomplished business executive in start-up, growth, and turnaround situations. Armed with in-depth experience in all facets of business management and operations, her facilitation and mentoring skills have propelled those around her to break down barriers and thrive.

“ Our team recently worked with Helen on a learning project, and she was a terrific partner! She did a great job managing the details of the project while providing insightful strategic oversight. With a positive, pragmatic perspective, Helen was the quintessential project lead.”

— Rhonda A

**ASK ABOUT OUR  
100% SATISFACTION GUARANTEE!**



## RECENT PROJECTS

*Here is a look at recently finished projects, to give you insight into how we've helped businesses and entrepreneurs like you to unleash their potential and thrive! These Recent Projects are just a peek into how we customize our services to work collaboratively with every client.*

“Helen exemplifies true professionalism and is highly regarded by peers and leadership. She has an amazing ability to collaborate with individuals to produce results.”

— Kimberly Z

### **BUSINESS STABILIZATION AND GROWTH**

Mentored a business owner to put in place a tracking system to routinely measure and monitor business performance. Thoroughly examined revenues and expenses in order to identify actions to significantly improve profitability. Reviewed an evolving business process and execution system so that the team could confidently manage all projects and commitments in the small business service industry.

### **BUSINESS FINANCING AND GROWTH**

Identified and capitalized on opportunities to strengthen a retailer's business structure, financing and physical location so the business owner could confidently take on the next phase of anticipated significant growth.

### **BUSINESS IN TRANSITION PLANNING**

Developed a comprehensive execution plan so a retail business that was once successfully serving its customers through a product / service offering delivered through a traditional brick-and-mortar approach could evolve to a more current virtual / on-line presence.

### **BUSINESS COACH**

Mentored a sole proprietor owner (construction) so he could stabilize cash flow and increase profits, solve recurring problems and drive accountability / follow through on needed action steps.

### **STABILIZATION PLANS AND ACTIONS**

Facilitated a dialogue between an Executive Director and his Board (non-profit) to gain consensus on actions that needed to be taken to stem cash flow issues and gain commitment to a viable strategic pathway.



“Helen is excellent at breaking through that mindset and approaching business in palatable, manageable chunks, all the while accomplishing large tasks. I have been given tools and processes by Free Spirit Consulting that will continue to be utilized in my business for years to come.”

— Bryan W

**CALL HELEN  
TODAY AT  
(412) 974-2513  
TO GET STARTED.**

#### **EMPLOYEE SKILL DEVELOPMENT AND APPLICATION**

Developed and delivered a customized workshop on presentation and feedback skills to the business CEO and key leadership in this financially based business. The goal was to position the team confidently deliver board presentations, 'elevator pitches' to potential customers and tactfully, skillfully deliver and receive peer-to-peer or employee-to-leader feedback.

#### **SALES & OPERATIONS PLANNING**

Mentored a senior leader of a large sized corporation, with focus on reviewing and systematically enhancing business planning processes and results delivery. Created effective roadmaps for long-term sustainability.

#### **ENABLE PREPARATIONS FOR SUCCESSFUL LITIGATION**

Assisted a mid sized corporation in preparations for complex legal cases. Set up a comprehensive database, extracting from it usable information to help formulate legal strategy and provide supporting evidence.

#### **PROJECT MANAGEMENT 101 TRAINING**

Delivered project management foundational training to a team of nurses in order to strengthen their ability to roll out a series of upcoming wellness program initiatives.

#### **BUSINESS FINANCING AND GROWTH**

Provided a financing vehicle so that the business owner (restaurant) could expand his offering through an augmenting, more current and more profitable sales channel.

#### **NEW EMPLOYEE ONBOARDING**

Created and delivered a new employee onboarding program for a market facing team of 90 employees (including marketing, sales, customer service, product management, operations management and business management personnel). Attained a 100% success rate in employee retention, job performance and job satisfaction.

#### **GROWTH PLANS**

Helped a business owner (health & fitness) evaluate whether and how to expand her business. Emphasis was on market facing dynamics, competitive analysis, customer needs analysis, complimentary service and product offerings and risk mitigation.

**LET FREE SPIRIT CONSULTING BE YOUR GUIDE TO SUCCESS!**