



**Structure + Strategy + Leadership = Re\$ults**

### Is Your Company Structured For Growth In 2013?

When you and your companies executives convened for the 2013 Strategy and Executive Planning session which you should have already conducted by now; did you ask yourself the following tough questions?

1. Is your strategic plan congruent to your operating plan in order to ensure

strategic growth? 2. Do you have adequate resources to deploy toward efficiently and effectively executing the strategic plan? 3. Is the organization structured in a way to guarantee that you achieve your objectives?

If the answer to any of the aforementioned questions is "No," you

need to go back to the drawing board as you are set up to fail. If you have not clearly constructed your strategy it will show itself in that your executives will be burned out and non-communicating. When you ask varying members on each team where the project initiatives are, you will get different answers from

each team member.



Antoine Smith  
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### Smith Gruppe, L.L.C. Enters Advertising Space

The art and science of advertising and occupying space in your client/customers mind re-

volves around your brand and your marketing efforts. You must understand with laser-like preciseness who your "Target Market" is. The imperative is focused on one result and one result only, ROI (Return On Investment.) If your customer does not know that you exist, and what your product and/or service can do to impact their lives and invoke a "buying deci-

sion," you are losing the race. Beyond precision, you must know what your customer looks like, what they think and where they live, work and play. The strategy of being inside your customers head and knowing their Hot-Buttons is more important than creativity. Your clients and customers will buy from you so long as fear no longer exists about

your product and/or service in their mind, and you provide a solution to a problem they have or makes their pain go away. Visit our website and CLICK on the Advertising tab to see how we deliver television advertising on nationalized networks at 60% below market rate. We can even finance the costs.

Please visit our website at [www.smithgruppe.com](http://www.smithgruppe.com) to better understand the services we provide.

