

Fast Company magazine honored **UNCONSULTING** as a Finalist in the 2004 **Fast 50** Competition in the category of Change Agents. We were named among 200 Finalists from over 1650 entries!

Fueling the flames of marketing and innovation

Over the past 12 months, many of my well-paid, well-positioned clients have indicated an interest in leaving the corporate scene and starting their own business. Several have done so. These defections indicate a failure of innovative leadership that could have kept these folks engaged, impassioned, and fully fueled to catapult their firms to incredible, fresh, and profitable results.

I have been speaking with dozens of OTHER people – entrepreneurs who have been running their businesses for between 1 and 21 years who are ready to QUIT and find a job!! Their frustrations and challenges come from a failure to execute the right kinds of sales and marketing strategies in a continually changing landscape.

Just as all these employees are yearning for their free agent decoder rings and all these free agents are turning in their guns and badges for a company parking permit, I'm asking the question -- what's missing from both corporate and entrepreneurial life? What fuels success at work? And why does the grass seem especially greener right now on BOTH sides of the corporate fence?

As a marketing and innovation consultant for large organizations, and sales mentor for independent professionals and entrepreneurs, the idea that finally sparked in my head [the entrepreneur] and that of my partner [a former Fortune 500 guy] is that we need to make two things crystal clear to businesspeople everywhere:

- a. Sales is leadership
- b. Leadership is sales

And, in the immortal words of Tom Peters, "If you don't like sales, get another life!" So my partner and I developed a series of powerful programs inspired by Peter Drucker's assertion that "Only marketing and innovation produce revenue. All other business functions produce costs."

These are NOT traditional executive education courses, but rather full-immersion EXPERIENCES. Everything we do is practical and REAL. We use LIVE AMMO EXERCISES, using real-time situations, problems, and challenges that participants bring into the room.

Our results? The principles behind what we're doing have generated \$23 million of new sales for a consumer products company. These ideas have helped another firm, in the retail sector, identify ways to generate \$50,000 of additional sales PER DAY chain wide. And after applying these lessons, a division of a major technology hardware company doubled their annual sales revenue over the course of a single year.

You want it to work? You want it to last? Yeah, we do that.