

### **Executive summary**

Leadership Intelligence Inc, a management consultant company specializing in team performance coaching and strategic advisory, recently relocated to Muskoka from Toronto. As consultants to Leadership Intelligence Inc, Team 4 is tasked with developing a formulation of the approach for business development—the focus of this project. Given the new business environment and market, this task boils down to 2 major objective points:

- Gauge demand and market availability for management consulting in Muskoka.
- Formulate marketing strategies and action plans to increase visibility and market in the region.

To begin with, the geographic, economic, and demographic landscapes are explored to understand the region—one of the findings being that Muskoka is very vibrant economically and culturally. Also, the workforce is aging, thereby presenting a host of talent management issues including retaining young professionals. To achieve the 1<sup>st</sup> objective above, online research is conducted to collect a variety of data on the client's competitors (14 companies) and Muskoka's major employers (32 companies). The data evaluation on competitors is focused on their successes and specialties as these are indicative of both anticipated competition as well as demand and market availability for management consulting. On the other hand, data evaluation on Muskoka's major employers focused on the challenges these companies face at organizational and operational levels as such are also indicative of market needs that can be met by the client. Moreover, these steps give an understanding of the business environment with regards to management consulting. It is with this understanding that the 2<sup>nd</sup> objective point above is carried out.

To accomplish the 2<sup>nd</sup> objective point, further research is conducted to obtain more data, in addition to data analysis results from the 1<sup>st</sup> objective point, to formulate a variety of marketing strategies including industry events, content marketing, search engine optimization techniques (for online visibility), networking events and a few others. These strategies are especially selected and tailored to meet the client's needs, preferences, and uniqueness. Moreover, each marketing strategy is discussed in detail.

The project concludes with a summary of results, including the attainment of the 2 main objectives stated, and suggestions to the client—including marketing and visibility techniques, possible business partnerships, and a prospective client base.