

Specialized BUSINESS Coaching

Digital Strategies and Decision-Making Support for Automating Operations

<https://trendspire.com>

hello@trendspire.com

+1 416.360.5575

Digital Coaching Benefits



Assisting to consider and adopt popular business software, contributing to the growth and success of your organization or business

- ✓ Explore new digital products
- ✓ Construct sales pipelines
- ✓ Obtain a roadmap for improving processes

Increased Efficiency

- Automate transactions for faster inflows
- Streamline processes and increase productivity
- Reduce the likelihood of errors
- Retain happier employees
- Delight more clients/customers

Cost Savings

- Automate tasks that would otherwise require manual labor.

Data Availability

- Speed up the process for effective decision-making
- Determine the return on a digital investment
- Evaluate production/service capacity

- ✓ Consider future sales scenarios
- ✓ Increase business capacity

Vendor-Neutral Software Examples

- Integrated voice/messaging system for professional agencies
- Enterprise System for integrated lines of business
- Marketing strategies for B2C, B2B, B2B2C industries
- Field Service Management for off-site employee projects
- Shift Management for hospitality, attraction and retail stores
- Operations Management for farms/wineries
- Employee information systems for non-profits
- Asset/Inventory Management for industrial distributors

Digital Transformation Trends

- 60% of CEOs say digital improvements have increased revenues by at least 40%
- CEO/CTOs that are involved are 2x likely to achieve successful transformation
- 93% of orgs are already in the process of digital transformation strategies
 - Of those, 3/4 able to pivot to quickly access new markets
- Orgs with digitally integrated processes will outpace competitors by 80% by 2025
- 90% of processes and products are impacted by AI insertions
- Since COVID, Digital Transformations have accelerated by 66%

Corporate Profits -> Downward Trend

- Dealing with added local and global competition, gig economy, etc.
- Organizations hiding it well, but many are simply covering payroll and bills
- Many... if ceased operations, would still owe money/services...
 - Have no choice but to commit to ongoing operations
- This distress may be sensed by customers
 - Many are facing similar challenges,
 - Taking on a desperate vendor... May add to their own anxieties

Our job is to Build Confidence & Quell Distress

- Not by recommending to add employees or spend \$ on plugging *leaks*
- *But by coaching business leaders ...*
 - *To view business activities (in real time) -> For immediate, effective decision-making*
 - *To navigate digital technologies for software tools that empower employees*
 - *Provide roadmaps to adopt affordable, effective digital processes*
- **RESULT**
 - Reassured funders | Confident investors | Sales and contracts | New markets | Boosted morale | High-performing teams | Engaged stakeholders | Mobilized remote workers | Supported legal and insurance claims | Notice of threats

Digital Coaching Empowers Organizations to:

- Take control over their workday(s)
- Remove obstacles for employees to do more in less time
- Install mechanisms supporting collaboration
- Solve issues that improve customer's experience
- Encourage pride and innovation
- Create foundations of trust

Addressing **Business Operations Capabilities** in the following areas:

| | | | | | | |
|------------------------------------|--|--|--|--|---|---|
| Core Business Drivers |  Reporting and Decision-Making |  Legal | | |  | |
| Back-Office (Leadership Driven) |  Operations Management |  Finance |  People Management |  IT Services | | |
| Production (Employee Driven) |  Product Catalogue |  Project Management |  Inventory/ Warehousing |  Property Management |  Design and Development |  Business Development |
| Front-Office (Customer Driven) |  Marketing |  Sales |  Program Delivery |  Customer Service |  Field Service | |

Recommended Digital Budget is 5% of Annual Revenue (i.e. \$5K per \$100K)

Did you know? ALL Business Software can be obtained within...

| Solopreneur | ≤10 Employees | ≤25 Employees | ≤50 Employees |
|----------------|----------------|----------------|-----------------|
| ≤\$600/yr | ≤\$6,000/yr | ≤\$15,000/yr | ≤\$30,000/yr |
| ≤100 Employees | ≤250 Employees | ≤500 Employees | ≤1000 Employees |
| ≤\$60,000/yr | ≤\$150,000/yr | ≤\$300,000/yr | ≤\$600,000/yr |

\$-CAD

Exceptions: • Industry Specific *and/or* Graphic Design Software • Costs for high-volume online transactions

Our Team, Associates and Partners



Dianne Clark, PMP - CEO
Chief Business Strategist
Digital Operations Coach/Consultant



Eryn Billings
Digital Strategy + Business
Communications Specialist



Renee Christensen, BA
Digital Strategy Consultant
Project Management, Digital Arts



Kathryn Renton, MA
Senior Research Analyst
Behavioural Data Scientist/AI Specialist



Neil Cosby, CHRL, MBA
Human Resources Consultant
Infrastructure + Reorganization



Hilda Gan, RN, MHSc, CHRL
Work Culture and HR Expert
Author, Speaker, Trainer

Satisfied Clients



PRENUP PUB (Toronto)



THE SPOKE CLUB



Roots of Empathy







Solutions, Service & Support Since 1997



FFAF CARGO
A DIVISION OF FLYING FRESH AIR FREIGHT

**Welland Heritage Council and
Multicultural Centre**

