

Keeping your Company Profile High WHEN THE PARADIGM IS CHANGE

TEN MINUTES IS ALL *YOU* HAVE TO SPARE

Can you imagine rewriting your business plan, or even your Executive Summary, every time you need to introduce your company to a business prospect? Something shorter - less unwieldy to work with - would be nice. The

Third in a series of four articles

Office 97 Ten Minute Business Profiler help entrepreneurs and strategic organize, and reorganize, their company often as this era of constantly rising demands.

Wizard Tips

- Use the Wizard to reorganize your points for each presentation you need to make.
- The Wizard generates a template which you can edit, update and rewrite to tailor your company profile to suit any purpose.

is designed to managers profiles as expectations

professional update your

change very every time however introductions, reflect

company consultants you will find,

FLEXIBLE ON TIME PRESENTATIONS

Unlike your business plan - a tome that you've probably sought help in producing - a company profile gives you the flexibility to company information on a regular basis - in your own words.

Hopefully your vision and your long-term objectives don't often, but you are surely not going to update your business plan you hire a new executive. Heaven forefend. Your company, evolves day by day – with new milestones, new alliances, product expanded management, improved technology, and upgrades that changes in your industry.

Writing your own company profile will allow you to update your information as often as you need to without hiring that battery of most business plans and executive summaries require. It also, will help you articulate deftly the envelope you are pushing your company towards. As David Finn of Ruder Finn public relations points out, “Businessmen cheat their audiences, and themselves, when they rely on others to pen their words.”

ORGANIZATIONAL WIZARDRY

In an increasingly entrepreneurial, information-based business environment, where all the paradigms continue to shift, and old technology is yesterday's new media, entrepreneurs need to pursue multiple objectives at the same time if their business is going to grow. The Business Profiler Wizard suggests the most obvious and common purposes for a company profile. At some point you will need to introduce your company with each of the wizard's primary Business Profiler objectives in mind.

The key to keeping up to date is organization. Each time you profile, you go through an organizational process that begins when identify the purpose of your profile - Whom are you are trying to why. Everything flows from your purpose: the subject categories include, the order in which you make your points, the style you use yourself in, and your “call to action”. All of these vary depending purpose.

The first time you write a company profile, you may be seeking However, it is almost certain that you will have other uses for a profile sooner rather than later. Clearly every company needs But what about a contract? It happens that a contract, which consider collateral, is one of surest means of financing for small

Ten Minute Business Profiler Resource Center at the EnterpriZone.com

Additional business essentials, links, information and tips

- Help with your template
- Using Power Point
- Using Publisher
- Using Word
- Using Front Page

write your you reach and you to present on your

capital. company financing. lenders and

medium size businesses. On the other hand, you may wish to pursue a strategic partnership, which is a way for small companies to grow by combining strengths with other businesses, large and small. Finally when all is said and done, a business must continuously communicate with its clients and customers to establish corporate identity, reinforce branding, and - after the IPO - maintain investor relations.

A TEMPLATE FOR ALL REASONS

There is no reason to reinvent the wheel every time you need to introduce your company; even when your purpose is different or your information has evolved. Once you create your first document, you should save it as a Word document. The next time you use the Wizard, with different objectives in mind, you can copy the paragraphs or phrases that remain the same, and paste them into the appropriate pane in the writing section of the Wizard, using keyboard commands. (See the Wizard's FAQ's "help guide" for help with editing commands.)

The next step taking your company public. Not necessarily with an IPO, but by using all the resources technology and the Internet can put at your disposal: market research, contract bidding, finding investors, making a competitive analysis, co-marketing, conducting global trade.

Working together with other Office applications, you can utilize the whole gamut of multimedia formats for the final version of your Company Profile.

The fourth article in this series will offer tips and resources on going to the next level.