

ARE YOU STEERING THE BUSINESS OR IS IT DRIVING YOU INSANE?

Strategy.
Operations.
Data.

DOEST THIS SOUND LIKE YOU?

A forward-thinking business leader or entrepreneur pouring relentless effort into building a great business yet witnessing stagnation or even declining results. You began to realize those strategic moves have veered off from the original vision. You experience:

- Team members who aren't aligned, performing or... staying.
- More tasks to complete than time to finish them.
- Short-sighted decisions because you simply do not have time for root cause analysis.
- Technology fatigue from chasing the 'right' tool and integrating AI into your operations.
- Scattered or no business performance metrics to report outcomes to investors.
- Growth, but workflow bottlenecks prevent next-level expansion.

DON'T LET YOUR BUSINESS RUN YOU!

Harness the Full Potential of Your Strategic Vision

Are you a business owner or a senior-level executive? Want to see your business consistently run better and grow faster? Want to make a bigger impact with your strategic initiatives?

Who I Work With

- **Startups** building new operating infrastructure for future growth.
- **Stagnant or recovering businesses** designing delivery models to stay viable.
- **Growing companies** implementing new initiatives and philanthropic efforts.
- **Non-profits** developing program structure that effectively measures impact.

I Can Help You With

1. Business Support

- Virtual Assistant can tackle routine administrative tasks so you can focus on other important priorities. You do not always need a full-time staff member.

2. Business Strategy & Management Consulting

- Developing a strategic business plan that inspires action and outcomes.
- Designing and setting up new business administration and operations.
- Project managing and implementing collaborative work technologies like Salesforce, SharePoint, G-suite, Microsoft Teams, monday.com.
- Developing and administering customer and employee feedback surveys.
- Expanding talent pipelines with non-traditional approaches.
- Developing philanthropic initiatives and measuring impact.
- Strategic thought and accountability partner.



LaTron S. Brown, MBA
Operations & Strategy Consultant

Consulting Includes:

- Providing insights on issues
- Researching, synthesizing information, & building slide decks
- Proposing next steps
- Developing tailored plans
- Connecting to experts
- Project management aspects
- Designing workflows for operations
- Implementing Solutions

Virtual Assistance Includes:

- Administrative tasks
- Lead/Customer follow up
- Email management
- Scheduling
- Data entry
- Calendar Management
- Social media/Web management,
- And others (just ask)

How to Get Started

1. Schedule a discovery call.
2. Approve proposal & plan.
3. Sign contract & pay invoice.
4. Let's get started.

LaTron S. Brown, MBA
Managing Principal

Nortal Consulting
P.O. Box 2564
Salem VA 24153
540-397-3113

latron@nortalconsulting.com
www.linkedin.com/in/latron
www.nortalconsulting.com