

## SMEs: Start Thinking Ahead

Operating and managing your own business can be a lonely endeavour. Owners of small and medium-sized enterprises (SMEs) are constantly making important decisions on their own. Unlike larger businesses, which enjoy the benefits of having a complete executive team, these smaller organizations can't afford to hire experts in all required areas. As a result, they often miss out on the invaluable advice and services that top-level specialists can provide. A CFO can help businesses secure credit and manage cash flow; an HR manager can structure an incentive package that truly motivates employees; and a marketing director can reposition a company that has outgrown its mandate.

These missing links are what often prevents owner-managed and owner-operated enterprises from meeting their goals. As the former President & CEO of a mid-sized company, I'm aware of the unique challenges faced by SMEs because I faced them too. I knew what I needed, but could not find a company that could provide it. That's because the industry catering to small and medium sized businesses is largely uncharted.

WelchGroup Consulting (WelchGroup) has recently stepped in to fill this gap. Expanding on the services offered by Welch LLP, WelchGroup has developed a full-service management consulting firm specializing in owner-managed and owner-operated enterprises. Beyond tax, auditing, and accounting, WelchGroup provides IT solutions, business plan development, marketing and communication strategies, and HR support, among a suite of other services to private and public sector clients. This is an exceptional offering in the industry that will enable businesses in the Ottawa region to fulfill all of their business and IT needs with one company.

Customer-driven and results-oriented, our multi-disciplinary teams are composed of in-house experts and carefully chosen subcontracted specialists. We increase the value and performance of organizations by helping clients understand their markets and develop strategies to build positions of

competitive advantage. Perhaps most importantly, WelchGroup provides clients with leading-edge strategic management tools to thrive on their own once an assignment has been completed.

As part of the firm's launch, WelchGroup, in conjunction with the Ottawa Business Journal, will be hosting a series of one hour breakfast seminars at the Sheraton Hotel. Led by respected specialists from our business community, the workshops are designed to provide practical insights and plenty of opportunity to ask questions about how the presentations relate to your business.



*Dragan Veljovic, M.Sc. (E Eng.), is Past President & CEO of WelchGroup Consulting. He brings over 20 years of international leadership experience in the public and private sectors.*