



For years, it was a lot of fun. Hard work and a challenge, yes. But owning and growing a small company in the corporate training and communications space was quite rewarding.

Until it wasn't.

Eventually, we got to a size where the informal corporate structure, and the mix of talent, was a mis-match for the work we were taking on. Profitability was threatened. Increasingly, sanity seemed to be a declining commodity while the amount of hands-on supervision kept growing. I couldn't see my way out of the fog.

Another small business owner told me about Steve's services, so we set up some time to brainstorm and diagnose the problem. In short order, Steve outlined the structural and strategic issues that were hindering our growth. Not only did he identify what our ideal market position needed to be, he also became my trusted advisor in re-building the company from the foundation up.

Over months of regular meetings, we road-mapped a more optimal company structure, and identified new key roles that needed to be filled. Steve also helped me troubleshoot organizational issues that had become a major struggle. The entire company quickly saw that value that Steve brought as an experienced, wise, outside voice.

Because of Steve's market awareness and his ability to see where our greatest value was as a company, BlueC Studio now has a much clearer and well-defined set of differentiated communication and training offerings for our biopharma clients. More important, we have a refined direction and purpose. Steve also serves as a business development "matchmaker" for us, bringing BlueC into well-targeted client opportunities – and, through his extensive network, he works with me on identifying new talent.

Business works much better when you have the clarity therapist and connection agent on your side!

Priscilla Lord
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