# Business Consulting Proposal

Joy Goldberg

Manager

TerrineSound

902 Ash Tree St.

Atlanta Georgia, 47133

Joy,

Thank you for the opportunity to consult on some of the challenges facing TerrineSound. My goal is to help get your company on track so you can reach your dreams of expansion. You are already aware of my background helping Fortune 500 companies with similar issues.

## Project Summary

To fix issues with high employee turnover, and to improve expansion prospects by giving employees a higher level of “ownership” in the company.

## Background

TerrineSound has been a leader in creating better audio for online marketing, whether that was by producing regular internet shows that find their target audience online, creating simple commercials for YouTube spots, or landing pages of websites.

While TerrineSound has grown considerably since 2009, the past year has seen a high turnover of employees. Some have left for bigger projects and some for completely different employment opportunities. At the beginning of 2013, management of the company attempted to resolve the issue, but with limited results. They are now seeking outside review and possible on-site help to find a solution.

## Business Challenge

Unable to keep sound engineers and voice actors for more than 3 months.

## Project Objective

To prepare the company for expansion in 6 months.

***Goal***: Retain employees.

***Strategy***: Interview employees regarding job satisfaction. Let employees have more control. Consider: flextime, work from home projects, and offer incentives to long-term clients.

***Goal***: 6 reliable employees to entrust with expansion projects

***Strategy***: 6 month training process that employees earn, consider hiring one strategy leader for this group from outside the company.

***Goal***: Increased production

***Strategy***: Positive reinforcement strategies applied throughout the company.

## Consulting Rates

Hourly rate consulting: $110

On-site training: $150

Strategy provision and documentation: $50

Jonah West

Business Consultant

Jonah.West@WestStrategies.com

847-948-0742

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