



About Larry Rudwick



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*I hope this brochure will encourage you to visit **our website**. Below is information you will find there.*

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- **Frequent Client Needs**
- **Clients We Serve**
- **Our General Services**
 - **Business Coaching**
 - Coachability Test
 - **Various Assessments**
 - Leadership Assessments
 - 360 degree Assessments
 - Cultural Assessments
 - **Business Consulting**
 - Sales & Marketing Assistance
 - Strategic Planning
 - Other Business Services
- **Enterprise Distribution Software**
- **Our Business Advice Center**
- **Complimentary Consultation**
 - **The Executive Assessment**
- **Business Suggestions**
- **Misleading Business Cliches**
- **Written Testimonials**
- **About Larry Rudwick** (including videos)
- **And more!**



We're just a phone call or mouse-click away!



*Larry's entrepreneurial experiences plus his passions for **BUSINESS** and **HELPING PEOPLE** makes him a valuable resource, particularly with individuals, small groups and organizations up to 250 people.*

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The following are some of the **highlights** of Larry's accomplishments:

- **Engineering graduate** - Cornell University
- **Inventor** - received 3 patents
- **Co-founded a business** that became #1 in the US market supplying wheelchair parts.
- **Developed sales and marketing software**, which helped his sales staff conquer their market. He now markets this software.
- **Certified** in MasterMind Executive Coaching; loves working with motivated people to build organizations and energize people, using various tools and principles learned over time.

Want more info? See our website and please contact me!

Larry

Larry Rudwick
Managing Partner

<http://www.BusinessTune-Ups.com>

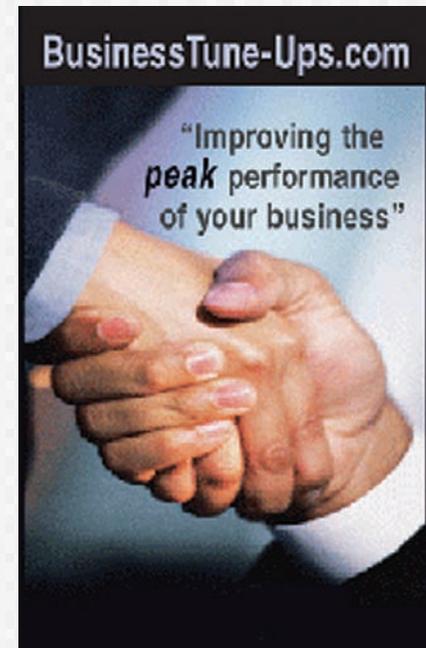
Business Coaching & Consulting

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*"The biggest mistake people make in life is **NOT** trying to make a living at doing what they most enjoy."*

- Malcolm S. Forbes (1919-1990)

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Each of our clients face a variety of challenges and opportunities. Here are some that are commonly mentioned:

Challenges

- “not enough time or money”
- “the depressed economy”
- “attendance and tardiness problems”
- “government red tape”
- “motivational issues”
- “too much overhead”
- “lack of sales growth”

Opportunities

- “It feels like we’re growing TOO fast.”
- “Which funding proposal is best for us?”
- “What should we do with this extra money?”
- “Which salesman should we hire?”
- “What’s a good employee incentive plan?”
- “Should we sell out for stock or cash?”

Client Needs and Desires

Our clients want to improve their levels of success. Below is a short list of what they need and want to achieve:

- Clearer Goals and Better Focus
- Improved Communications
- Better Leadership Skills
- More accountability
- Healthier Work Environment
- Greater Positive Recognition
- More Revenue and Profits
- Happier Work & Personal Lives

Client Types

Our typical clients are small organizations (up to 250 people) and corporate executives. They are open-minded, willing to consider and make changes. They invest time and resources to pursue their goals. They are:

- Small to midsize manufacturers and distributors
- Retail Stores
- Mom and Pop businesses
- Working Executives or executives looking for work
- Hi-tech business such as biotech, computer software & computer networking
- Very established organizations
- Recently started businesses
- Businesses looking to merge or get acquired

Our Services

Our services vary with the needs of the client. First we do an assessment, agree on the goals and a strategic plan of action.

Complimentary Consultation

If you believe you have a need and desire for what I offer and want to find out if it is right for you, I encourage you to contact me. Do so through the website or by phone.

Testimonials

Don't just take my word. Here is what clients say about me:

- “Larry gave me good guidance when I started in this position, including helping to re-organize our sales and marketing efforts... The company was successfully acquired by a public company in our industry... Larry’s help contributed to our success.”
- “I am grateful for having had the opportunity to meet Larry when I was making the transition back into the business world... Larry’s smart (both “ivory tower” intellectual and everyday streetwise) approaches to life make him a good listener and a confident advisor.”
- “Larry has helped me better focus my business and provided me with a Leadership Assessment that enabled me to better understand my strengths as well as areas requiring further development.”
- “I can't thank you enough for creating the opportunity for me to really see what it is that I wanted in my life... After my professional life began to come together, my personal life also blossomed...”