



ShareKnowledge Develops Innovative Program To Aid Businesses

(Moncton, N.B. – December 1, 2010) – A Moncton firm has developed an innovative program to assist businesses in the region.

ShareKnowledge hopes to give busy entrepreneurs the upper edge by providing coaching and advisory services for their financial, operational, sales and marketing plans, says ShareKnowledge President and Lead Consultant Tony Hebert.

“Many small business owners don’t hire advisors because they don’t think they need outside help,” says Hebert. “The fact is many entrepreneurs go into business being great at their specialties but few know all aspects of starting and running a successful small to medium-size enterprise (SME), or have the necessary time and resources. Business coaching has become very popular lately,” says Hebert. “Yet many of these “coaches” have very little, and sometimes no practical or long-term entrepreneurial experience. The team at ShareKnowledge has proven experience and the scars to prove it as they drove down their road to business successes.”

ShareKnowledge’s new “Business Physician” services are designed to increase the chance of success for such businesses by extending and complementing their skills and capabilities, says Hebert. Business Physician services can range from a simple “check-up” for the business, a year-end “physical”, a “second opinion” or some more immediate “emergency” treatment, he says.

“The focus of ShareKnowledge is just as the name implies – sharing practical experience and expertise and transferring that knowledge to assist the new or existing entrepreneur who may be struggling with some missing pieces in his or her plan for success,” says Hebert.

“Entrepreneurs feel as though they have to do everything themselves. Most of the time, though, new business owners do not fully understand the basics of sales, marketing, planning, operations and, most importantly, the technological demands of their enterprise, including the value of a proactive Web presence. These components will be among our core services.”

ShareKnowledge also shares its expertise with government agencies and banks in completing an entrepreneurs funding application and providing the funding institutions with business risk reports, Hebert notes. “We work with lending institutions in assessing funding applications as well as ongoing business plans from existing borrowers to ensure the SME’s viability and continued success,” he says.

In a non-intrusive way, ShareKnowledge provides an extra pair of eyes, hands, and an empathetic ear to help entrepreneurs achieve their goals, Hebert says. ShareKnowledge currently employs a support staff of three with extensive marketing, sales, entrepreneurial, information technology, and database design and management experience.

In addition to its business “check-ups”, ShareKnowledge offers longer-term coaching services. A typical coaching session includes two or three interactions per month, for three or more months, using a combination of face-to-face meetings and external research based on the client’s needs and availability.

Hebert has more than 35 years of corporate, entrepreneurial and consulting experience in the direct marketing, publishing and IT sectors. He led the development and implementation of marketing and business development strategies with such companies as Bell Canada, NB Tel, Rogers Media, Royal Bank, various government departments and over 60 pharmaceutical companies.

In addition, Hebert initiated the development of four successful enterprises from scratch whose revenues eventually totaled more than \$4.7 million annually.

For more information, contact Tony Hebert at 859-2489 or visit www.shareknowledge.com.