

Support Services

Sippel Glidden Bohan & Hicks, Inc. (Sippel Glidden) is a professional advisory and contract services organization providing Governance/Leadership, Strategy/Planning, Finance, Marketing and Sales, Operations/IT, and Human Resources support - primarily to the small/emerging business sector. Our services include research/analysis, planning, development, coordination, implementation and [interim] management. Projects that require “blank page” thinking/innovation, strong analytical, organization, and leadership skills, creative problem solving within significant budget limitations, and transformational research and development initiatives are ideal engagements. Problem/Project examples might include:

- Developing strategic/business plans
- ‘Sell’ packages and proposals
- Building customer/prospect databases
- Negotiating strategic partnerships
- Operations management
- Advisory Board formation & administration
- Market research and segmentation analysis
- Project/process management
- Intellectual property management
- New product/service design & development
- Focused lead-generation programs
- Website development or ‘remodeling’
- Financial/performance reporting alignment
- SWOT analysis (strengths, weaknesses . . .)
- Sales/marketing support and automation
- Customer/client profitability assessments
- Sourcing venture capital relationships
- Quality (ISO, Six-Sigma, TQM) initiatives

Whether the problem or opportunity at hand can be narrowly considered or must be broadly approached, nearly every engagement requires an understanding of the present position/status of operations, a sense of what goals and objectives are currently identified, and given their view and experience, how the business owners/managers feel that solution and success can best be accomplished. **Sippel Glidden provides an initial consultation to discuss and capture this three-part perspective at no charge to our clients.**

We believe that effective business practice results from integrating well-considered strategic directions and decisions, with practical but prioritized tactics that are continuously measured and adjusted (improved). We seek to identify and create ways of collecting and reporting key metrics that will drive top and bottom line progress for each client situation.

More and more, business organizations are facing new challenges brought on by increasingly sophisticated competition – competition supported by new, rapidly changing technologies that enable local-to-global communication and commerce as never before. We believe that nearly every business must fully engage this reality – either with thoughtful avoidance, or with an open commitment to now seek and/or re-evaluate their existing web presence in the context of the many new advantages that web-enabled management and marketing may offer.

For this reason, Sippel Glidden has fully integrated graphic design and web development capacities with its management and marketing service offerings, through selective associated service partnerships. Together with our partners, we offer basic-to-complex web site design, web marketing, custom database solutions, e-commerce applications, web hosting, and search engine optimization services.

