

THE OSBORNE OBSERVER

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Why Small Businesses Need a Marketing Plan

Marketing without a plan is like driving without a GPS: You can get lost and waste time and energy in the wrong places. Every new entrepreneur in the start-up years needs some direction: They may be in new territory where just doing the work to run the business is not enough. From bookkeeping to marketing, there are multiple tasks that require some level of expertise.

Without marketing direction, new entrepreneurs are vulnerable to making decisions that lead them to crash and burn: Wrong strategy choices or lack thereof eventually erodes the business reputation and the spirit of the business owner.

To read the remainder of the article, [click here](#).

Featured OIM Principals



Blane Hogue brings his clients the powerful combination of broad senior management and CEO experience combined with highly developed specific skills in marketing/communications, small business management, brand building, and not-for-profit management.



Simon Batcup is a versatile senior executive with strengths in small business start-ups and turn-arounds. He has successfully participated in a number of public and private ventures providing insight into a variety of financing alternatives, with a particular focus on logistics, oil and gas services and IT.

To learn more about other members of the OIM team, [click here](#).

Featured OBA Advisors



Jane Gerard is a senior executive with 20 years of experience in business development with leading performance venues, including capital campaigns and strategically building and promoting cultural festivals and the musical careers of prominent artists, locally, nationally and internationally.



Richard Brown provides senior financial expertise in all aspects of financial management, reporting, analysis, budgeting and corporate services. He has demonstrated experience in traditional financial reporting areas including audit, governance, treasury, taxation and information technology.

To learn more about other members of the OBA team, [click here](#).

What's New

Managing Partner Mark Olson was interviewed by Facility Calgary. [Read More](#).



Case Study

An Osborne Principal was engaged in the role of Mentor to transition the existing Junior Accountant into a Controller role at a manufacturing company. [Read More](#)

Affiliate's Corner

Below are some blog posts from our UK affiliate, Alium Partners:

[How Interims Make Businesses More Competitive](#)

[Why Is Growth a Challenge for 46% of Business Leaders](#)

[How to Reduce Travel Costs in a Business](#)

Reading Corner

[First Work Smart, Then Work Hard \(And Hustle 24/7/365\)](#)

[What To Do Before You Fire a Pivotal Employee](#)

[What You Should Know About Alberta's Royalty Review](#)

Newsletter Archives

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