Whether you're in the process of starting or growing a business, beyond simply the value of your product or service, success will be determined by your ability to manage a number of dynamics which include:

- Building a strong brand
- Developing a winning strategy
- Implementing an efficient and effective system
- Attracting, developing, and retaining talented people

35% of businesses fail within the first two years with 56% closing their doors by the five year mark.

Why is that? Limited access to capital? We beg to differ.

While there's no escaping the importance of adequate capital along with having a good product, we firmly believe that most businesses fail because they lack the following:

- brand equity
- strategy
- financial accountability
- capacity
- organization
- systems
- talent

Sound familiar?

WE GET IT

We help organizations to optimize their talent by providing assessments, training, and coaching that foster the growth and development of people."

Strong brands should accomplish three objectives. Inspire. Build trust. Compel."

FOR INFORMATION GIVE US A CALL
866.840.4676

7047 Jefferson Highway
Baton Rouge, La. 70806

TSIMMONSANDCOMPANY.COM

T. Simmons and Company is a brand development, talent optimization, and new business development firm.

SERIOUS BUSINESS.

T. SIMMONS & COMPANY

brands + systems + strategies

PRIVATE SECTOR

Brand Development

Collaborating with TSC ensures both differentiation and positioning in your industry. Building brand equity starts from day one.

- Brand strategy
- Logo
- Web
- Print
- Social media
- Content marketing

Strategic Planning

A plan without a strategy is virtually useless or tactical at best. We help organizations to paint the big picture and then set priorities, focus resources, strengthen operations, and ultimately grow and become more profitable.

Business Plans

Beyond strategy an organization needs a road map to measure progress, check their math, foster alignment, and accountability. We help organizations to create plans that keep them on time and on target.

Systems

Client relationship management, project management, and accounting information systems are essentially the engines that make businesses go. Processes and protocols when properly developed and implemented improve productivity, lower cost, and drive customer service. In a nutshell we work with you make your business manageable, measurable, and scalable.

- processes and protocols
- accounting information systems
- customer relationship management systems
- project management systems

Training & Human Development

The most valuable resource in any organization is it's people. They represent the brand, utilize the systems, and sell the product.

PUBLIC SECTOR

We work to develop and execute cutting edge concepts that produce both economic and human outcomes.

- GOVERNMENTAL ENTITIES
- TRADE ASSOCIATIONS
- SCHOOL SYSTEMS
- NON PROFITS

We have 11 years of experience in

- program development
- program management
- marketing and outreach
- training and development
- outcomes and evaluations

Specializing in:

- business incubators
- workforce development
- positive youth development
- education reform