

Leif Jensen and Associates

Solutions Based Consulting & Certified Public Accounting Firm



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Fractional C-Suite, does it make sense for your business

What is a Fractional C-Suite Executive? They are someone who has the experience and skills necessary to assist businesses to get the job done, but on a part time basis. They may work for the business 1 to 8 days a month for the client.

Why might you need one? You are no longer a start-up you have been in business for a number of years and the business has grown nicely.

The business is profitable, but not to the point where it can afford a CEO, CFO or a COO. So does it make sense to hire a Fractional C-Suite executive?



Contact [Leif Jensen](#) to discuss your Fractional C-Suite needs.

The purpose is to get the business to the next level. Assistance in making this type of decision is when your Board of Advisors/Directors comes in handy. They can also be useful during the interview process. We have successfully steered several businesses as a Fractional CFO.



Activity or Capacity

As a small business owner you find yourself perpetually busy. There are always a million little things that you never seem to find the time to get to.

Are you at your capacity or is this just activity?

Those things that you tend to work on first, are those things that earn you money? Or are those things the ones you feel most comfortable working on? As a small business owner generating revenue should always be a priority.

I have challenged clients over the years when they are struggling with low revenue, to come into the office and we will break down their systems and see what is working, what is not, what is going well and what needs to change.

Surprise most clients never want to go through this process. Hell, I do it to myself every so often and I am never happy about my ruts. I have people on my BOA that I call upon to hold me accountable when I feel I am falling behind on certain tasks.

I never want to admit to them that I did not do what I should be doing.

So I am always attempting to increase my efficiency so I can increase my capacity and not just be busy with useless activity.

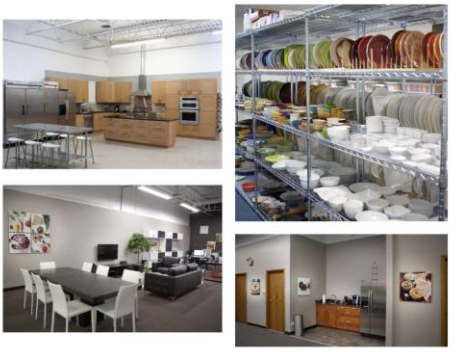
Wacky/ History/ On This Day?

It's weird that October isn't the eighth month, isn't it? Here are 8 things to know about October.

1. Hawaii has a special October event called "the Aloha Festival," sometimes described as the "Mardi Gras of the Pacific."
2. Columbus Day is celebrated the second Monday every October.
3. Germany's Oktoberfest originally began on October 17, 1810, the wedding day of King Ludwig I.
4. The annual festival starts much earlier, often in September. In America, special holidays start earlier as well. Christmas celebrations and sales start in September, and even July in some department stores.
5. Daylight Savings Time ends every year at 2:00 A.M. local time on the last Sunday of October.
6. October's flower is the calendula.
7. October is the tenth month in the Gregorian calendar, received its name from the Latin numeral octo meaning "eight", because in the original Roman calendar it was the eighth month.
8. October begins (astrologically) with the sun in the sign of Libra and ends in the sign of Scorpio.



Featured Client: Food Photo Studio



With decades in the advertising field and a natural epicurean flair, FoodPhotoStudio.com brings an experienced and talented eye to food photography. The staff at FoodPhotoStudio.com are well known and respected throughout the industry for their easygoing nature and honest practices.

The studio is located minutes from Chicago's O'Hare airport in Schaumburg, Illinois. Our full kitchen and extensive prop room located on-site coupled with long-standing relationships with many talented stylists assure a great experience.

foodphotostudio.com

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