

Many small and medium-sized enterprises (SMEs) are stressed. They want to perform at higher levels but are often hard-pressed to do so. Challenged by impediments that include limited business knowledge and management experience, they exert greater effort and spend more time to accomplish tasks that other, better-prepared business owners can more easily navigate.

Understanding key drivers such as structured operations, income generation, cost containment, and profit margin gives way to the expedience of meeting the most pressing need-of-the-moment. These and other trials of ownership can be exacerbated by a general lack of knowledge of the company's current level of overall performance.

Our goal is to provide a means to strengthen businesses so they can stabilize, grow, expand, or scale as the owner desires and to the extent that he or she is willing to implement change.

By creating a framework by which to assess the company's current level of performance and make recommendations, owners now have much needed awareness of their current situation. This critical information produces workable benchmarks from which to measure growth and more rapidly progress as a result of building reliable, internal structures.

With our FLITER system, the business owner knows where to focus and how to change in order to gain better results. We've even built in some of the steps.

What is the FLITER System?

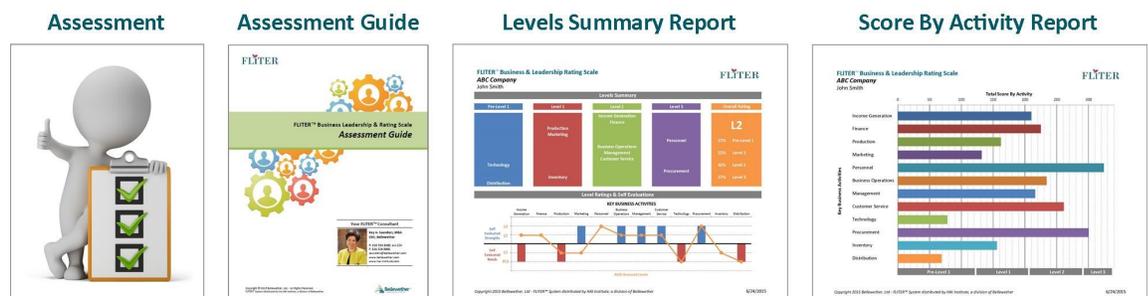
FLITER assesses the business activities of income generation, finance, production, marketing, personnel, business operations, management, customer service, technology, procurement, inventory, and distribution. It calculates the current functioning and assigns a level of performance: from Pre-Level 1 to Level 3.

FLITER is an innovative process and a comprehensive system designed to help small to medium-sized enterprises evolve. FLITER components are accessed electronically, utilizing desktop, smartphone, tablet or laptop technologies.

The standard FLITER System includes:

The FLITER Business & Leadership Rating Scale is composed of four parts:

- FLITER Business & Leadership Rating Scale: Assessment
- FLITER Business & Leadership Rating Scale: Assessment Guide
- FLITER Business & Leadership Rating Scale: Levels Summary Report
- FLITER Business & Leadership Rating Scale: Score By Activity Report



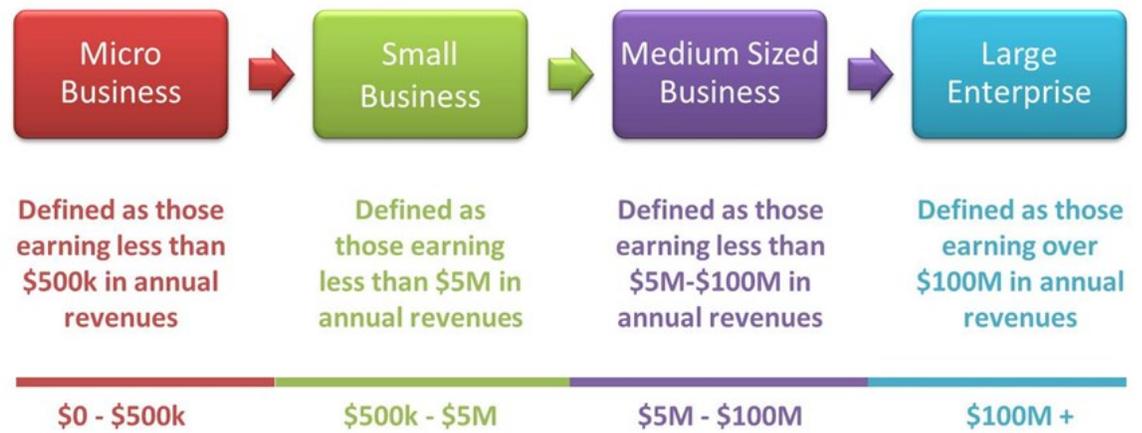
FLITER add-ons:

To further the experience, supplemental elements can enhance or quicken the development of the individual leader and/or enterprise. A selection of individually available à la carte items are ordered, priced, and sold separately.

- FLITER Need or Challenge Solution Sheets – Individual one-page sheets that outline solutions to common SME challenges
- FLITER Owner Effectiveness Scale & Report – Online owner self-evaluation and results statement
- FLITER Owner Effectiveness Scale Guide – An owner’s performance development guide
- Human Asset Imaging® Inventory & Report – Online knowledge-based interpersonal dynamics assessment and results commentary
- Human Asset Imaging® Inventory Guide – An owner’s guide to improved interpersonal relationships

Who is FLITER designed for?

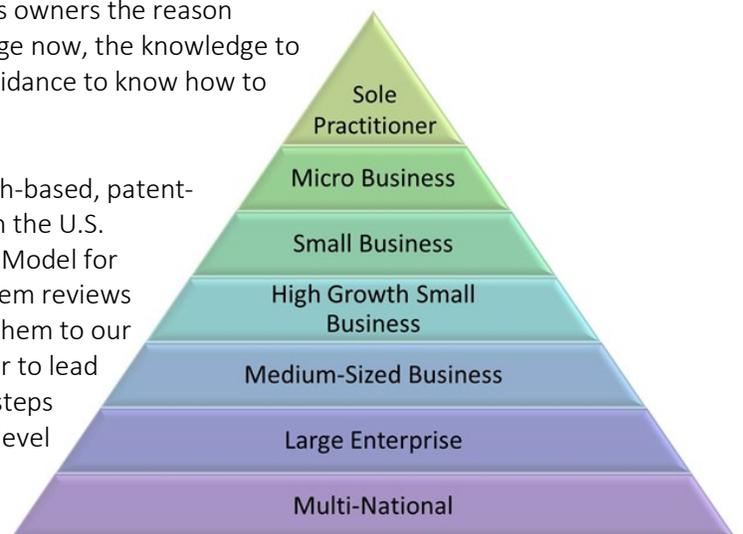
The typical FLITER user has less than 250 employees



What is possible with FLITER?

It is possible for owners to stop dreaming about “taking the business to the next level,” and actually understand what that means. In other words, be intentional. With information, ownership can make the shift from low energy wishing to high momentum growth. The FLITER BLRS and Guide gives SME business owners the reason to change now, the power to change now, the knowledge to know where to change, and the guidance to know how to change.

Through a comprehensive, research-based, patent-pending process, FLITER aligns with the U.S. Department of Labor Competency Model for Entrepreneurship. The FLITER system reviews 12 key business activities and ties them to our trademarked 14P structure in order to lead the owner through a sequence of steps that move the company from one level of performance to the next higher level of achievement.



Top 10 benefits one can expect from FLITER:

1. FLITER is practical, functional, and easy to use
2. FLITER moves the business along much more rapidly
3. FLITER saves on wasted money and energy
4. FLITER gives the business owner greater control of the enterprise
5. FLITER brings calm and gives hope as the company grows more stable
6. FLITER gives guidelines, suggestions, tips, approaches, and processes to measurable change
7. FLITER is affordably priced, fitting even the most modest budget
8. FLITER data will impress bankers, bonding companies, investors, and other stakeholders
9. FLITER lays out a path to progress that causes the business to advance
10. FLITER is empowering to business owners

What are FLITER Need or Challenge Solution Sheets?

Supplemental to the basic FLITER System are the FLITER Need or Challenge Solution Sheets.

These individual sheets are written in crisp, easy to understand language that points out common business needs or challenges, the symptoms that accompany them, and possible solutions or considerations when addressing them. Topics vary and tackle subjects such as the *Need or Challenge for Better Prospecting Tools*, *Need or Challenge for Additional Workers*, *Need or Challenge for Bonding Capabilities*, *Need or Challenge for A Leadership Team*, *Need or Challenge for Steady Income & Improved Cash Flow*, and so on.



Each can be downloaded for easy reference

Where is FLITER available?

Our goal is to have global reach with local touch.

FLITER is a product of Bellewether Ltd., a management consultancy that has been involved in entrepreneurship and SME business performance since 1994.

Bellewether Ltd. makes FLITER available directly, as well as through the Human Asset Imaging® Institute and a growing Authorized Provider Network of local small business developers, advisors, consultants, and analysts.