

LEVERAGE  
CONSULTING GROUP  
WE DEFINE MANAGEMENT CONSULTING

CONSULTING AS  
WE KNOW IT IS  
CHANGING

[www.leverage.works](http://www.leverage.works)

LEVERAGE



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MANAGEMENT  
CONSULTING**

Leverage Consulting  
Group

LEVERAGE

# ABOUT LEVERAGE

Leverage was established in November of 2016 after having identified a significant gap in the market for management consulting . The Volatility in the North American market brings unique challenges for business owners. We see business contracting, expanding and straight out changing. We believe that our Fractional Management Consulting Services are a dynamic fit for all businesses.

## OUR GOAL IS TWO-FOLD:

Provide Consultants with a "Turn-Key" solution to starting up their own Consulting Firm in all area's of "C-Suite" expertise on a fractional basis.

Provide our network of Consultants with market differentiation and access to clients through establishing Canada's most reputable Consulting brand.

## IT'S IN THE NAME

We strongly believe that the term "LEVERAGE" exemplifies what entrepreneurs pursue daily. Namely, the need to maximize their available resources to spur business growth in innovative ways. Leverage Consulting Group is here to provide entrepreneurs with an additional set resources as we strive to see them succeed.

Whether the client needs us for 2 hours a week, 5 days a month or almost full time, our consulting structure provides a whole new way for clients to scale your business while leaning on us as their resource

**CFO | FIN | HR | IT | OPS | +**

## OUR CONSULTANTS

Leverage consultants are independent contractors licensed under the Leverage banner and operate within the Leverage standards of project management.

## OUR MISSION

*To develop business strategies for growth & sustainability,  
Through leveraging resources and easing commitments.*

Peter Teunissen  
Founder & CEO

**Leverage Consulting Group**

# OUR DIFFERENTIATION

Our Consultants receive access to:

## Our Brand:

- ❑ Brand recognition strength
- ❑ Charge out rate validations
- ❑ Marketing & Business development support
- ❑ Business cards & Marketing materials
- ❑ Website presence & recognition
- ❑ Social Media presence using value added posts, blog articles, and vlogs
- ❑ Regular Consultant meet ups, Annual conferences & CPD.



## Resource access:

- ❑ Physical Office space & board rooms
- ❑ Support staff, including Bookkeeping, Admin & Accounting staff  
We will hire the staff you require to satisfy your clients
- ❑ Peer coaching & review of deliverables
- ❑ Standardized deliverables & processes
- ❑ And more resources as we develop them.

## Information Technology

- ❑ Office 365 email & file management
- ❑ Accounting & time management software
- ❑ Insight on software tools to do your job better
- ❑ Partnerships with software providers allowing for additional reseller commissions.

## Firm Administration

Leverage will provide the administration and back end systems required to run your consulting service:

- ❑ Client acceptance due diligence
- ❑ Invoicing system & collection support
- ❑ Time administration
- ❑ Expense management

## Legal

- ❑ Consulting contract templates
- ❑ Court search support

## Insurance

Leverage Umbrella coverage for Errors & Omissions, General Liability and Workers Compensation

(For a complete list <https://leverage.works/consultant-toolkit/>)



# WHO IS THIS FOR?

Let me start off by stating who this is **NOT** intended for:

- ❑ Those "consultant(s)" looking to bridge a gap in employment.
- ❑ Those "consultant(s)" who are looking to land 1 project or client annually.
- ❑ Those "consultant(s)" targeting a permanent placement with a client.

Who do we want on our team?

- ❑ A consultant who wants to establish a solid foundation with a diverse client portfolio.
- ❑ A consultant looking to startup and grow with reduced risks, fewer commitments and costs.
- ❑ A consultant wanting a peer network to use as a resource & sounding board.
- ❑ A consultant wanting flexibility in working arrangements.
- ❑ A consultant that puts the clients' needs before their own and knows that their clients' success is their success.
- ❑ The individual must have a designation in their field of expertise in good standing.

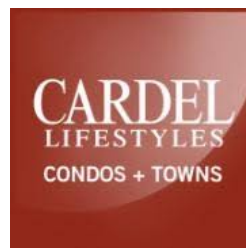
The skill-sets we are looking for:

**CFO | FIN | HR | IT | OPS | +**

## THE CLIENTS WE SERVICE

Leverage Consulting Group services a wide variety of clients in the following area's

- ❑ Construction
- ❑ Oil & Gas Services
- ❑ Engineering
- ❑ Government
- ❑ Non-profit
- ❑ Retail
- ❑ and any other "small to mid size business"



We target clients

- ❑ Pre-start-up & Pre revenue
- ❑ \$2MM to \$10MM Revenue
- ❑ Up to \$100MM Revenue



Some of our relationships

- ❑ Business Development Corporation
- ❑ Results.com
- ❑ Centage (Budget Maestro)
- ❑ and many more...

<https://leverage.works/consultant-toolkit>



# THE FACTS



Setting up a consulting practice takes a considerable amount of time, money and resources. Not to mention that it will expose you to significant commitments and risks.

Leverage wants to provide you with access to significant rewards from being your own consultant and we will ensure to ease these commitments & risks AND provide you with the resources needed so you can focus on your consulting efforts.

Leverage will make available to you "our Brand", administrative systems, IT Support, legal & insurance Resources, our network and much more.

## MANAGEMENT CONSULTANT - LICENSEE

This option is for consultants interested in working on their own and wanting to associate with a reputable brand, use our administrative systems supports, and more.

### ***YOUR ROI = Earn Market Rates, Commissions and Referral Fees***

Licensee's are made up of a 1 person Management Consulting businesses, and shall not have any employees, team members, or contractors working with or for them.

Licensee's pay a Gross Revenue based Royalty of 20%. The Royalty fee covers:

- Advertising & Brand Development, advertising targeted local to the consultants city
- Channel development for increased access business development (i.e. relationships with the larger consulting firms, recruiters and local business networks)
- E&O Insurance
- Group Medical Benefits
- Administrative support
- CPD and coaching

## MANAGEMENT CONSULTANT - FRANCHISEE

Franchisees receive the ultimate benefit **at a reduced cost**. They benefit from all of the same perks as Licensee's AND are able to hire staff and consultants. Franchisees are made up of multiple person Management Consulting businesses, and may have any number of employees, team members, or contractors working with or for them.

### ***YOUR ROI = Earn Market rates from multiple consultants (and production staff) + Commissions***

Franchisees pay a 1 time Franchisee fee, annual licensing fee, and a reduced Gross Revenue Royalty of 10%. The Royalty fee covers all the same items as the Licenses, except, The Franchisee procures their own E&O insurance and administrative support staff.

Want to learn more about our franchise system please inquire directly with Peter Teunissen, CEO Leverage Consulting Group at 587-438-5917 or peter@leverage.works.

*Client Ownership: Licensee's & Franchisees may take ownership of their clients & projects after paying Leverage Consulting Group a 10% client retention release fee (based on 1 year annualized revenue's)*

# LET'S COMPARE

INDEPENDENT CONSULTANT				LEVERAGE CONSULTANTS			
REVENUE		INCOME STATEMENT		REVENUE			LEVERAGE MODEL
CONSULTANT	150,000			CONSULTANT	150,000		
PRODUCTIVITY	65%		<- INCREASED PRODUCTIVITY ->	PRODUCTIVITY	85%		
		97,500					127,500
SUPPORT RESOURCE	50,000			SUPPORT RESOURCE	30,000		
PRODUCTIVITY / BILL-ABLE	60%			PRODUCTIVITY / BILL-ABLE	25%		
BILL OUT RATE MULTIPLE	2.00						
		60,000					7,500
OVERHEAD & EXPENSES	MONTHLY	ANNUAL		OVERHEAD & EXPENSES		MONTHLY	ANNUAL
			<- SHARED COSTS SYNERGIES ->				
OFFICE - CONS	1,200	14,400		OFFICE - CONS	@50%	600	7,200
CAPITAL - CONS	5,000	5,000		CAPITAL - CONS		5,000	5,000
WAGE COST	4,167	50,000	<- NO WAGE, OFFICE OR CAPITAL COMMITMENT ->	WAGE COST			-
OFFICE - BK/ADM	500	6,000		OFFICE - BK/ADM			-
CAPITAL - BK/ADM	1,500	1,500		CAPITAL - BK/ADM			-
SOFTWARE	300	3,600		SOFTWARE		300	3,600
MEMBERSHIPS	200	2,400	<- SHARED COSTS SYNERGIES ->	MEMBERSHIPS	@50%	100	1,200
BUSINESS DEVELOPMENT (MEALS, ADV, EVENTS)	500	6,000		BUSINESS DEVELOPMENT (MEALS, ADV, EVENTS)	@50%	250	3,000
					LEVERAGE FEE	20%	25,500
NET MARGIN		68,600		NET MARGIN			89,500
					MARGIN INCREASE		20,900
					MARGIN %		66.3%

## Independent Consultants

- ❑ Reduced productivity due to administrative & business development demands
- ❑ Resource costs for non-productive time
- ❑ Wage, office & capital (equipment) commitments when staffing
- ❑ Resources & ongoing commitment risks
- ❑ Resource productivity management

## Leverage Consultants

- ❑ Increased productivity
- ❑ Only pay resources for productive time
- ❑ Limited Wage, Office or Capital Commitments
- ❑ No Resource Productivity Management

# THERE IS MORE

Our CEO has worked within many different industries and companies, with challenges ranging from employee management to systems integrations. As such, Leverage has developed three (3) additional differentiators that in our opinion redefine the Management Consulting space:

## **1) Placement & Recruiting**

Being so close to the client has allowed for many candid discussions with our clients. Often leading to recruitment or placement type discussion. As of February 1, 2019 Leverage has launched its own recruitment division to support our consultants with the hiring process for their clients. Our team will help source, pre-qualify and place suitable individuals.

All of this is done through a clear placement strategy, whether project, temporary or permanent placement. Our fee structure is also setup to be affordable for the small business owners.

## **2) Project Management & ongoing Coaching**

All Leverage Management consultants are required to provide regular status updates on their projects through written reports. these reports can include simple update summaries as well as strategic execution road maps depending on the mandate.

The project will be reviewed regularly by a senior Leverage management team member, including our CEO.

Additionally, those consultants that have helped place an individual at a clients office and are assisting in the project management, will be required to report on their projects as well as coach their placements for future growth and exceptional ongoing project execution.

## **3) Coaching & CPD**

Our CEO believes in ongoing learning & development for our consultants. As such the CEO will dedicate regular meetings with the management consultants to brain storm for business opportunities and client service offerings.

Additionally, Leverage will be providing CPD to our consultants. (*minimum production requirements do apply*)



## OUR MISSION

*To develop business  
strategies for growth &  
sustainability, Through  
leveraging resources and  
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*Peter Teunissen, CPA(ca)  
Founder & CEO*



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