

What's the problem?

Before you can come up with a solution you have to know what the problem really is. **Older&Wiser** are problem finders.

PROBLEM finding requires clarity of thought, insight, objectivity, distance from the issue in question and, above all, the application of creativity. In business and corporate life, too much time is spent pursuing solutions because it is assumed the problem that needs solving is obvious. It rarely is.

We have talent, brains, enthusiasm and wisdom. A rare combination of skills almost never found in an Australian company these days!

We can clearly define business or marketing problems, create solutions, write and implement plans and strategies, oversee or undertake day-to-day business activities, work miracles and save you money.

Our business and marketing solutions are practical, effective and creative, with the added ingredient of wisdom gained over the years from thought, argument and a lot of experience.

Sound too good to be true? Well it isn't, not if your main concern is profitable business growth.

However, if your only aim is to employ the flower of youth no matter how lacking in

creativity, skill or wisdom, then that ain't us.

We are 61 - old and decrepit? Not!

Not only are we at the height of our powers, but we can draw on the huge array of talents lying dormant in the brains and bodies of other Older&Wiser counsellors whose skills are under-utilised.

Use us on a project basis. Put us on a

contract for three months, or perhaps we can fill in while permanent staff are away. Maybe we can be given the overflow work that no-one ever seems to get around to. Perhaps you want a different point of view, or a presentation on the strategic options that confront your competitors.

Our experience is vast. Over the past 35 years we have worked at virtually every level from account executive to managing director in both local and international, private and public companies.

And we have experience on a wide array of industry categories, including finance, insurance, travel, telecommunications, computers, retail, FMCG, liquor, household products, grocery and many more.

Call now, but don't forget to speak loudly!



Can you see the real problem?*

older&wiser
CONSULTING

The O&W Group Pty Ltd • 203/7 Black Lion Place • Kensington • NSW 2033 • Australia
James Birch: 0433 545 877 • Stephen Treble: 0412 048 319 • E-mail: info@older-wiser.com

* It's the grip. The dog's, that is.