

THE COMPETITIVE EDGE

Business Solutions

The Competitive Edge, Inc. was founded in 2004 with the desire to build strong leaders, businesses and communities. The company has served clients in 24 states across several industries, including more than two-thirds of the largest employers in Douglas County. The mission of The Competitive Edge is to create profitable growth and stability for companies by providing expertise, training and tools to dramatically improve business strategy and performance. The Competitive Edge provides solutions in strategic planning, leadership development, marketing, customer service, and human resource compliance and effectiveness. The company's expertise in several functional areas gives it the ability to help other companies position and improve their whole business, not just pieces of their business.

Tom Schabel, CEO of Alexandria Extrusion Company stated, "We have used a number of different consultants for our strategic planning process. Vicki and her organization are by far the most competent, efficient, effective, and interesting. We have never worked with anyone who has worked harder to understand our organization, which is absolutely essential in the strategic planning process. Vicki has the ability to take varying ideas and bring commonality and agreement within a diverse group. She does it in a way that is engaging, entertaining and comfortable."



Vicki Jodsaas



Carol Jellings

"Becoming associated with The Competitive Edge has been the BEST investment my department has made!" Teryl A Magaard, Employee, Education Manager for Douglas Machine Inc.



Nancy Olson



Laura Lansink

Because industries, markets and companies are unique, the services offered by The Competitive Edge are specific to each company. As shared by Teryl A. Magaard, Employee Education Manager for Douglas Machine, Inc., "The Competitive Edge is not a cookie-cutter training provider. They take the time to listen, to understand your specific needs, and work quickly to put together an effective program tailored to meet the exact needs of the business."

As the economy, markets and regulations change, The Competitive Edge is working with clients on a number of fronts, including redefining their strategies, identifying and selling to new markets and customers, understanding and protecting them from human resource compliance issues, and providing better service to their customers. Owner and founder of The Competitive Edge, Vicki Jodsaas stated, "There are times that businesses don't know what to do. We help them understand their needs and develop strategies to improve their performance. Our vision centers on adding value to our clients' businesses. We extend every effort on behalf of our clients to meet their needs and help them address their business issues."

Grow Your Business

- Strategic Planning
- Execution
- Organization Design
- Customized Development

Develop Great Leaders & Teams

- Leadership Competencies
- Leadership Development
- Succession Planning
- Team Assessment & Development

Maximize Marketing & Sales

- Market Analysis
- Marketing Plans
- Outsourced Marketing & Mentorship
- Sales Process & Training

Improve Customer Service

- Customer Service Training
- Customer Service Coaching Process

HR Effectiveness & Compliance

- HR Audit
- HR Consulting
- Training
- Outsourced HR & Mentoring

Family Business Consulting

- Business Strategies & Systems
- Exit Planning & Succession Planning
- Board Development
- Family Based Systems & Processes



Nicole Piere



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