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## EXPANDED FAMILY BUSINESS CONSULTING SERVICES

### Vicki Jodsaas Earns Family Business Advisor Certification

The Competitive Edge, Inc. announces that Vicki Jodsaas, founder and president of The Competitive Edge, has successfully completed the Galliard Family Business Advisor certification program. With this certification it allows The Competitive Edge to provide additional family business consulting services to their clients.

The additional consulting service will help family businesses develop an effective succession plan, set up an advisory board that will assist them in achieving their strategic goals, and design an exit strategy.

Jodsaas shared, "Family businesses make up such a large percent of today's businesses; I felt it was important for The Competitive Edge to expand our services to support these business' unique needs. In addition to strategic planning, succession and exit strategy planning, the development of an advisory board is key to strengthening a family business and helping their families thrive."

The family business consulting program begins by using a web-based assessment tool that helps businesses and their families look at their current situation. Following the assessment a development plan is designed to address the identified needs for the specific business and their family.

The additional family business consulting program complements The Competitive Edge's strategic planning, leadership development, marketing and sales, customer service, human resources, and team building services.

#### About The Competitive Edge, Inc.

The Competitive Edge helps companies improve their strategy and performance through consulting and training in strategy, business development, organization design, and employee performance. Located in Alexandria, Minnesota, The Competitive Edge serves clients in 24 states with businesses from several industry sectors including entrepreneurs, community organizations, educational institutions, and global enterprises. If you would like more information concerning The Competitive Edge, please visit their website, [www.thecompedge.com](http://www.thecompedge.com), or contact them by telephone at 320.762.2515.

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Improving business strategy and performance