



Supply Chain Operations & Technologies
 Supply Chain Vendor Compliance
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Since January 1996

I received an e-mail from someone who I had not communicated with for five years. I only know Dennis from participating in some conference calls as the member of a team put together by a South Florida doctor trying to get a new medical product to market. I was referred to "Dr. Joe" for my expertise in supply chain vendor compliance as the goal was to get the products to retail, which would require my unique knowledge in this niche area.

Dennis, a doctor himself in the northeastern US, said he was always impressed with what he heard me say on the conference calls, how I offered clear and practical business advice and how I was able to turn around the problems presented by the group by offering a different perspective on the actual issue and then providing common sense solutions.

I was quite humbled by this that not only was someone listening but that after five long years someone remembered.

The purpose for Dennis reaching out is that he wanted to discuss his own business idea with me, flushing out the rough edges of the concept he was considering. In the course of our one-hour phone call I refined his idea and sharpened the focus to a more practical business model.

Reflecting back, I realize I have performed this service more times than I thought. It is the mix of my technical and business skills that have allowed me to take concepts and create software prototypes, design databases from ideas, brand companies via clever web site domain names, and launch people into their own businesses by helping them find their specialties.

Business strategy consulting is something I do as part of my services to my clients, and to friends and special acquaintances. Regrettably over the years these talents have been dismissed by some, and the results as I have witnessed have always unfortunately resulted in non-start or failure. And happily where my advice has been followed my clients and friends are prospering nicely.

Katzscan has grown to be not just national, but international in scope, innovating along the way, changing in business model as my evolution has occurred. It might be easy to initially dismiss this technical person as someone who cannot engage in a conversation with regards to business strategy, but my advice is do not judge all books by their cover ... unless of course it is the one I authored.

And as for Dennis, it is too early to tell if his business idea will make for a profitable business yet, but with a clearer vision he will be able to make that determination soon.

If you know of a company – maybe your own – that is struggling with its strategic direction, which may be due to the inability to get meaningful information upon which to base decisions, it is probably time to engage a consultant with the unique dual-perspective to help bring clarity to the picture.

Thanks.

Norman Katz, CFE, CFS, CCS, MOS
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Look for the book --> <http://www.gowerpublishing.com/isbn/9781409407324>



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