



My Business Consultants

117 1/2 W. Dryden Street, Glendale, CA. 91202

Phone: (800) 805-0037 • (818) 524-9985

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A Professional Business Consulting Firm

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"I found myself in a situation, in regards to my business, where I had to make some really important decisions and I couldn't do it. I couldn't see clearly what would have been the correct decision. I couldn't make up my mind about it. I decided to call Renata from My Business Consultants. I explained to her what my problem was and, with a total simplicity and absolute clarity, she found what my difficulty was. She put together a program for me on how I could confront and resolve my problem. I did the program and I saw what I was stuck in that was holding me in doubt. I confronted it and I handled it and now I am here organizing, step by step, the future of my company with the certainty and knowingness of someone who knows what he wants and knows he will get it! For me calling Renata was phenomenal! It worked beautifully!"

- **Marcello Giansante**
Giansante Jewelry
Valenza, Italy.

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Our Mission

Management consulting refers to both the industry, and the practice of, helping organizations improve their performance, primarily through the thorough analysis of existing business problems and development of plans for improvement.

Many consulting firms offer management consulting geared toward optimizing an organization's technology, automating its operation, and improving internet marketing and other marketing strategies. It seems there is a prevailing belief is that you can improve efficiency best with technology and by optimizing a business organization's level of "computerization".

While all of these measures can and do improve efficiency and productivity, they are not geared toward finding the specific "Why" for the problems a business is experiencing.

A good analogy of what we do would be to look at a business as an individual person: an artist, dentist, banker or cashier. They all have their body in common which is structurally built the same way. Our initial business analysis is comparable to a full X-ray of an organization's "body" which locates **exactly the source or sources** of the problems the body is having. Then, having this information, we have the unique ability, thanks to *the Hubbard Management Tech* and our experience, to fix it.

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About Renata McDonald



“ Renata McDonald has gone over the companies from top to bottom, investigated past performances and interviewed myself and my partner and has found not just one, but several areas of ‘low hanging fruit’ which has astounded me ...

Ms. McDonald of My Business Consultants is an amazingly intelligent and hardworking consultant who gave me her full and energetic attention. I highly recommend her.”

- **Derek H. Geer**
Geer & Geer Engineering
White Orchid Studios

STRENGTHS:

- Human Resources Establishment.
- Implementation of effective procedures to hire correct personnel, which in turn creates the right team with the right attitude.
- Uniquely successful and effective employee production and performance monitoring system.

PROFESSIONAL EXPERIENCE:

Dec 2007 - Present MY BUSINESS CONSULTANTS - Glendale, CA

Client list:

- M.I.R. Imaging, Glendale, CA
- Color Labs Enterprises, Canoga Park, CA
- Shilla Hekmat
- White Orchid Studio, San Diego, CA
- Jewelry to Your Doorstep, Hollywood, CA
- Giansante Jewelry, Valenza, Italy
- MABRO Import/Export
Lugano, Switzerland – Milano, Italy
- Granditalenti, Torino, Italy
- Anildo DaSilva, Sports Agent, Sao Paulo, Brazil

Aug 2005 - Dec 2007 SAFETY COMPLIANCE SERVICES - Glendale, CA
General Manager

- Established Human Resources, management by statistics, daily statistical reporting, routing forms, flow lines to maximize employee productivity.
- Established seven-division Organizing Board.
- Organized delivery lines and brought non-renewal and cancellations from an average of 65 per month down to 6.
- Established Quality Control and Customer Service.
- Raised overall company monthly revenue by 10%.
- Company was successfully sold in June 2007 to the second largest waste management company in the nation.

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More About Renata McDonald



As the C.E.O. of Safety Compliance Services I had the pleasure of working with Renata for the past 3 years... She established, organized and took control of every aspect of the company. I have been continually impressed by her competence, confidence and responsibility. I could always count on her assessment of where the company stood at any particular moment...

That I recommend her for any managerial position or as a business consultant is an understatement.

- Herbert Kahen
Chief Executive Officer
Safety Compliance Services

PROFESSIONAL EXPERIENCE:

- Mar 2004 - Aug 2005 SEMINAR COMPANY - Glendale, CA
Consultant
- Organized lines to handle 300+ weekly incoming phone calls from a Los Angeles Persian radio show.
 - Established flow lines and data capturing.
 - Helped ship over 1300 books and organize seminars for 700 new customers, of which over 70 signed up and started their first paid service.
- Mar 2002 - Mar 2004 PROSPERITY UNLIMITED, INC. - Santa Rosa, CA
Co-Owner
- Brought considerable expansion to the company through implementation of strategic and administrative actions.
 - Helped bring over 250 clients to the company in less than 12 months.
 - Sold company to Safety Compliance Services, LLC.
- Mar 1994 - Mar 1998 SURVIVAL INSURANCE, INC. - Los Angeles, CA
Assistant VP for Human Resources
- Established a very effective Human Resources department that significantly helped raise overall productivity in the Sales Division.
 - Received Outstanding Achievement Award for excellent Human Resources performance in April 1995.

EDUCATION: Scuola di Commercio
School of Business and Accounting
Bellinzona, Switzerland (June, 1982)

LANGUAGE SKILLS: Fluent in English, Italian, German and French.

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Proven Success

Monthly Non-Renewals

This inverted graph tells the story of how the number of customers who chose not to renew their service decreased — in other words, customer base stabilized.

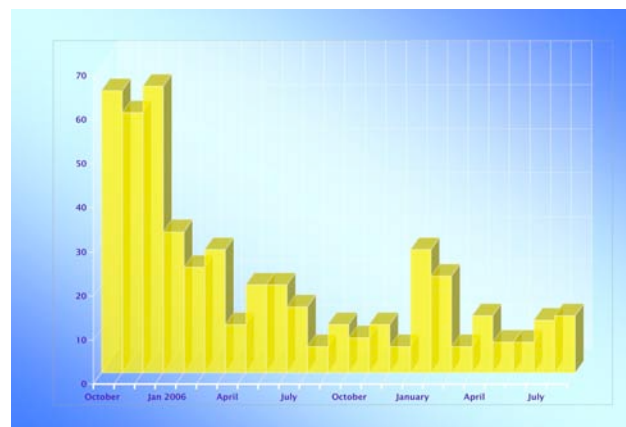


Total Revenue

This graph shows a trend of steady increase in revenue.

Monthly Cancellations

Here is another inverted graph which shows the number of customers who chose to cancel their service decreased — again showing the customer base stabilized.



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We Also Offer Seminars and Workshops

Renata McDonald recently delivered a workshop on "The Secret of Efficiency" at the Chamber of Commerce in Sao Paolo, Brazil.



During this lecture I was able to observe where my downfall lies. With this new information I intend to handle the barriers ... between myself and my personal success.

--L.A.

This workshop gave me the data on how to control people in a social environment, how to deal with their defects and how I can accept them. With this new knowledge ... I see how I can have more control over my social and personal life. Thank you.

--E.P.

This lecture opened a new path for me and I intend to continue to increase my knowledge on this subject.

--J.M.F.

In this workshop I learned a technique to spot different human behaviors. We can observe that in our work and our social lives, people have similar behaviors. With the application of this technique I can see how I can be personally and professionally more successful.

--J.L.F.



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What Our Clients Say About Us...

*Here's what the General
Manager of Pandalam
had to say about us:*

"For all the years that I have worked in the corporate world (20) I feel that Renata's assessment was very accurate and it definitely helped us envision our future. That is one of many reasons I recommend her service."

*Here's what the President of
MABRO Import/Export had
to say about us:*

"Dear Renata, you were right -- we did the right thing by listening to you. Right after we restructured our management team as per your advice, not only did things start moving, they started moving fast."

*Here is what the Vice
President Administration
of Survival Insurance
had to say about us:*

"I had the pleasure of working with Renata McDonald from 1994 through 1998. As Assistant Vice President Human Resources, I found her to be a dynamic team member and executive. With her keen observation and the application of L.R.H. Management Technology, Renata was able to cut right to the heart of why an individual was not productive in his or her job. She always seemed to give just the right advice in just the right manner, resulting in a resurgence of productivity."

*Here's what the
Administrative Director
of L'Immobile Bergamo
had to say about us:*

"The organizing board shows what needs to occur. It delineates the command lines, information lines, hats and each valuable final product. Even someone who doesn't know how this office works, by looking at the organizing board they would know whom to go to for what and what to expect from each post ... I can imagine how effective any business would be with a similar organizing board as it would bring the confusion ... down to zero. I want to thank you for your cleverness and for your application of the administrative technology."