

*Critel Frameworks and Worksheets give you the building blocks you can use going forward.*

We work closely with you in a collaborative way to understand your values, your goals and vision, and then help you build the plan.

We guide you through our vast series of tried and true Critel tools and worksheets as you develop your plan your way with the help you need creating a plan you will “own” and have the confidence it will drive the results you want.

Our style of educating and coaching over the planning process is what provides the added value our clients enjoy as they learn how critical thinking makes them focus on what’s important and how to get results.

## Who We Are

### About Us

Critel works closely with our clients to understand their strengths and challenges. We specialize in pinpointing areas that need focused attention leading to a congruent approach from knowledge to strategy to execution to measurable results

### Contact Us

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### Senior Consultant:

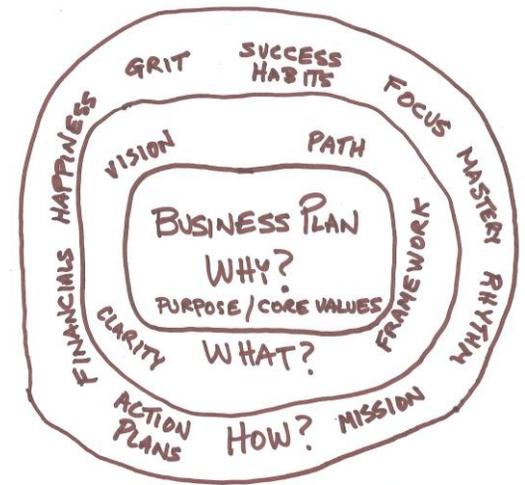
Gary Cerantola, P.Eng., MBA, ACCUD with 30+ years of business experience in management, consulting, facilitation and business teaching at university and college levels and in industrial settings.



**CRITEL PROFESSIONAL SERVICES**

[www.critel.ca](http://www.critel.ca)

Wasaga Beach, Ontario



**Do you want a Business Plan  
or do you want a success  
formula and a framework to  
grow your business?**

**CRITEL  
PROFESSIONAL  
SERVICES**

*BUSINESS PLAN: Our  
business plan service includes,  
coaching, training and  
business education “*

### **Our Tools...Your Plan...Your Way.**

We educate, coach and facilitate to help build your plan, your way.

You take away a critical thinking experience, insight into your business and the industry and fully understand how to build competitive advantage through your value proposition, strategy and business model. Small and medium sized businesses are clearly focused on results. They have limited resources and must execute effectively to thrive.

The comments that come up time and time again are: “Why do I need to plan? Things change so fast.”, “I can’t afford the cost of producing a business plan and really... how will it help me?”

Put critical thinking to work as you leverage your every effort to drive towards the business results that are important to you personally and for your company. Critel helps you focus on Strategy and what it takes to win. Let us show you how to plan for your business with purpose, win and grow your business. Then we will help you stay on track. What gets measured gets done. We will show you how to develop a dashboard of key performance measures that you can track to keep you on your “A” Game as you work towards your vision.

### **The outcomes of the Critel Business Plan Process:**

**CLARITY:** Gaining clarity about your business goals that are totally aligned with your set of core values, your social style and your life purpose.

**FOCUS:** The development of a structured day-to-day plan grounded in routines and driven by an entrepreneurial mindset that you will learn as you work through the Critel Business Planning Process.

**GRIT:** Mastery tools and Growth Mindset learnings that you will take away to use on your entrepreneurial journey to give you the sustain to meet the challenges and stay the course.

**The Complete Plan:** Vision, Mission, Value Proposition, Business Model, Core Values, Goals, Objectives, Strategy, Financials and a Balanced Scorecard Strategy Map to measure your Business Key Performance Indicators.

*“I contacted Gary feeling very desperate and overwhelmed with my business plan. First impression left me feeling confident and feeling like I could go ahead with my plan. Gary is extremely thorough and efficient. Developing my business plan with flair and fact. Thank you Gary, I couldn't have done it without you.” ~ Ingrid Morris*



*Your Success is our Business - [www.critel.ca](http://www.critel.ca)*

### **Our Products and Services**

Adapting to change and learning new skills are essential to professional advancement and personal enrichment. Critel offers programs that empower individuals and companies to move to the next level. We have found that there are universal opportunities and challenges facing businesses in every industry, regardless of company size.

We offer:

- Confidential assessment performed by a responsible and knowledgeable business consultant
- Understanding of your culture and knowledge of your industry
- A values driven approach congruent with our client’s purpose and passion with a facilitation style that engages all participants