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Business plan

Firm helps clients organize work force

The company : VerbalWise is an organizational development consulting firm that helps companies with issues including workplace productivity, team building and all things associated with people, processes and technology, said founder Tamme Quinn Grzebyk. "We're there when you need to change the way you work," she said.

Marketing edge : The firm recently added a new line of business aimed at helping companies create newsletters and other marketing materials. VerbalWise can do everything from write the articles to create mailing lists to follow up, Quinn Grzebyk said.

New business : Quinn Grzebyk said her goal in the next three to five years is to expand the business with additional clients and expand to other states beyond Ohio and Michigan, where VerbalWise currently operates. She also would like to spin off the new marketing division into its own business.

On the Web : www.verbalwise.com

Final word : "We're like the conductors of an orchestra -- we try to help people play together," she said.

Karen Dybis

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