



## **INSIGHT CONSULTING LAUNCHES BUSINESS CONSULTING SERVICE FOR SMALL BUSINESSES IN CHICAGO AND INDIANAPOLIS**

**Chicago, Illinois and Indianapolis, Indiana, July 9, 2002** – Insight Consulting, LLC, a consulting firm specializing in strategic planning services, process improvement, market analysis, workshop services, regulatory analysis, and marketing communications for small businesses today announced its launch in the Greater Chicago and Indianapolis areas.

With 20+ years of experience in technology and telecom, principals Peggy Morrow and Jean Woods established Insight Consulting to provide consulting services tailored to the needs of the small business with up to 500 employees, services that many small business owners might have thought were only available to large companies.

“Small businesses today face enormous challenges, from balancing the conflicting demands on their own scarce resources to constant technological change and an uncertain economy. In order to thrive, small businesses need to sharpen their strategic focus. But to do this, they must be able to take a step back from day to day operations--to evaluate their competition, to assess technological trends, and to understand implications of the regulatory environment. And they need to be able to communicate this internally and externally. Insight Consulting focuses on meeting the special needs of small businesses. It’s what we’re all about,” said Peggy Morrow.

Insight Consulting grew from the conviction of the principals that moving from ‘what does this mean?’ to ‘what actions should I take?’ and beyond to ‘how did this improve my business?’ often requires the perspective that can only come from an ‘insightful outsider’. Insight Consulting focuses on delivering that kind of value.

“We like to describe our business as providing the extra arms, legs, and brains that small businesses need to help them ‘take a step back’ and increase their strategic insights while still being able to focus on serving their customers’ day to day needs,” explained Jean Woods.

In addition to being veterans of consulting engagements with clients in technology, telecommunications, and healthcare, both principals are former senior managers at a major telecommunications company. Peggy Morrow also single-handedly launched the marketing efforts of a small business startup that introduced innovative network performance software.

To learn more about Insight Consulting, visit their website at [www.insightactionimpact.com](http://www.insightactionimpact.com).

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