

Case Study: Smith Environmental

Smith Environmental and Engineering has a vision: to be Colorado's most trusted environmental engineering and consulting company, with a deserved reputation for smart solutions delivered on time, on target, and on budget. The firm provides high quality, reliable professional services addressing a wide range of environmental and engineering issues, and they emphasize environmentally sustainable solutions that are both cost-effective and practical.

The past year has been a tough one for any business associated with the construction industry. While it is true that lean times may still lie ahead, there is also great opportunity. Recessionary economies offer a tremendous platform for perfecting core competencies, being resourceful, exercising good character and focusing on what really matters. Leaner economic times act as an impetus to correct weaknesses and work smarter not harder... lessons that will pay big dividends when the economy turns around.

Akamai Consulting has consulted with Smith for over a year to improve internal systems, refine the business model and establish clear milestones for success. Project scope has included defining vision and goals, conducting a SWOT analysis, developing a comprehensive corporate strategy and business plan, establishing budgets and cost-cutting measures and finding, serving and retaining customers effectively.

Great companies prove that they can thrive beyond boom times. Downturns demonstrate the resilience and staying power of stellar organizations who find the strength and innovation to beat them.

"Ms. Thomas has not only kept the promises made in her initial proposal, she has exceeded them by a significant margin."

