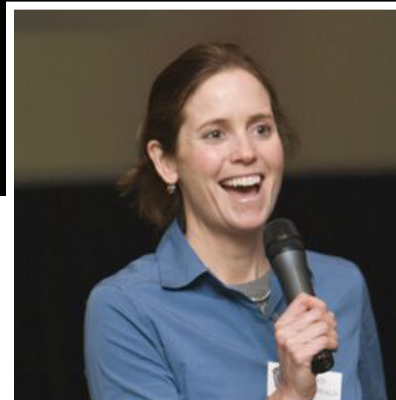


JOAN MACDONALD

Owner: Teamsight LLC
New York, NY and Ridgefield, CT



“Sometimes older businesses need marketing make-overs. WBDC helped me make this happen.”

- Joan MacDonald

For Joan MacDonald’s company Teamsight, over a decade in business with little to complain about, Joan realized she needed to make more standard, structured attempts at a marketing system, instead of just relying on the referral system of business that had worked previously for them.



As an “established” business owner, she was looking for help with organization and expansion. By attending seminars, FastTrac® and various Lunch and Learn programs, Joan was able to create a formal marketing plan, as well created a place for herself in the web of networking that comes with WBDC involvement.

Joan’s company, Teamsight, is best described as a training and development company that offers their services to all companies, especially high-pressure and crisis-focused industries. Her company also offers team building in an adventure context, which helps keep people not only active but also invested in their team surroundings. Teamsight is thriving with her new and improved marketing plan.

www.teamsight.net

