

What We Believe

The **world** we want starts with how we do **business today**. Our purpose is to improve the communities we live in by serving the risk takers that are trying to make it a better place. Our belief is that strong businesses that serve a community make for a healthy, more prosperous community. When a person owns a business and runs a business, a certain level of care and consideration exists. Viable, thriving businesses hire and employ people, who then can work to create a life they desire. Those same people earn money for which they spend in their community and their power touches other businesses in the community. Good business helps good people that make for good communities. Houses are maintained better. Gainful employment counteracts crime. Homeownership increases. Schools become better funded. Children are raised with stronger homes. We believe in this and we believe it starts with business. We want to work with those risk takers that believe in this too and are ready to jump in and work for their communities, their own families, and for themselves. Being in business means putting a great deal of risk on one's shoulders. Our mission is to be **OF SERVICE** to the **risk takers**.

Companies and entrepreneurs take on a great deal of risk and are often left without guidance along their way. At the same time, entrepreneurs have **lost confidence** in those that provide management counseling. They have **lost trust** in their partners. Our answer is our commitment to our **values**.

- **Empathy**
- **Servitude**
- **Patience**
- **Loyalty**
- **Accountability**
- **Integrity**

Our values allow us to:

- **Work** to build trust
- **Worry** about doing things right
- **Promise** to treat people right
- **Strive** to always improve
- **Pride** ourselves on serving our clients
- **Doing** the right thing when nobody's looking

Our Model

Our model is to jump for our clients. That's our big secret to delivering customer service. It is how we deliver our value. Ultimately, it helps us build trust with all our clients. We are committed to working with professionals that share our same beliefs. We apply engineering and lean concepts to management principles to provide three focal points for each engagement.

- Discovery
- Recommend
- Track

We believe in doing the heavy lifting up front and quickly to make sure we are providing the outcomes our clients are looking for and that they need. Our values demonstrated through engineering methods allows us to hedge against speculation and deliver assurance to our clients. With a mission to be OF SERVICE, we routinely embrace four principles of service:

- An absence of fear of the future with a veneration of the past.
- A disregard of the competition.
- Service comes before profit.
- Speculation is only to block progress.



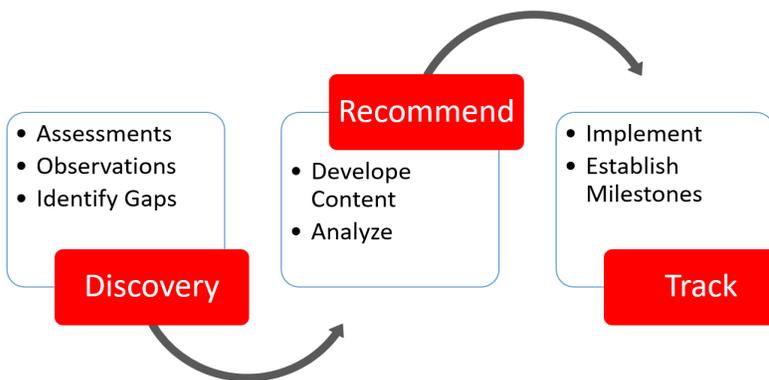
The Risk Takers We Serve

Tenuta & Company is a management engineering company which aims to take advantage of technology and innovation. Our process is focused on being efficient, service oriented, and agile. We provide the risk takers a support system that motivates, energizes, and guides them. While we would like to work with everyone, we believe that attempting to do so ultimately services nobody. We target engagements with:

- Solopreneurs
- Entrepreneurs
- Small & Medium Sized Private Businesses - Less than 100 employees and \$10MM in revenue
- Fortune 500 Companies headquartered in targeted geographical area of the US - WI, IL, NY, DC

All engagements start, end, and are centered around people. Before the financials, we spend time with owners, directors, managers, and team members. We work to understand the culture and needs (not the wants) of the client and engineer what content will provide the most value to the client. Our engagements have varied depending on the industry, market, and company size. Past engagements have focused on:

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|-------------------------|----------------------------|---------------------------|
| • Operations | • Human Capital Management | • Incorporations |
| • Process Efficiency | • Sales | • Financial Proformas |
| • Workflow design | • Forecasting | • Valuations |
| • Team Productivity | • Start-Up Funding | • Organizational Analysis |
| • Personal Productivity | | • Strategic Planning |



What Risk Takers Gain

Our clients gain a partner that provides them with guidance, expectations, an outside perspective, and the confidence to run and grow their business. Tangibly, clients often see their workflows for delivering their process and/or services better aligned with their company needs and their customer expectations. Intangibly, they gain better understanding, increased communication, higher morale, and greater empathy.

Our Start

Joseph A Tenuta, MBA, a Carthage College professor and entrepreneur, established his eponymous consulting firm in 2022. He sets an enduring undertone of independence and establishes a commitment to service.

Joseph A Tenuta, MBA
Managing Partner
Tenuta & Co

jtenuta@tenutaco.com

WhatsApp/SMS/Cell: (262) 287-2223

www.tenutaco.com