

# Promomedia Group Inc.

“We can now achieve better results  
in a clear and measurable way.”

**Martin Weber**

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## Practice What You Preach



Promomedia Group is one of Canada's premier promotional products and services firms. Clients approach Promomedia seeking assistance toward reaching sales targets, strengthening brand recognition and establishing business retention. Promomedia takes a consultative approach to determine client objectives, evaluate requirements and present applicable solutions.

In an increasingly competitive marketplace, Promomedia wanted to be operating at peak performance across all aspects of the organization. Martin Weber, co-owner of Promomedia Group, sought a solution that would better quantify his operations, and identify specific key strengths and weaknesses.

"We wanted a true, objective check-up on the state of Promomedia. We wanted the ability to quantify our strengths, pinpoint areas for improvement, and then come up with a plan to address them," Weber explained.

The CoreValue process was "eye opening" for Weber and his team. "We're big on best practices, policies and procedures, but CoreValue helped us realize that we still had some work to do. We were able to identify operational process gaps and insufficient corresponding documentation, and thereby lay the groundwork for improvement."

CoreValue provided recommendations for specific improvement areas, which Promomedia prioritized and incorporated into a plan for optimal efficiency and performance. Together with business advisor Chad Morissette of Mor-Liquidity, Promomedia implemented a program to address operational issues and strengthen the overall organization.

As a result, both efficiencies and margins have measurably increased, and the company's culture has improved. Internal communications and transparencies have been enhanced across the board, and employees feel better informed as 'part' of the organization.

Today, the entire team has a roadmap to continuously monitor and manage performance and value. "We can now achieve better results in a clear and measurable way," concluded Weber.