



## NEWS

### Executive Passage founder & CEO Cynthia Roney establishes **epConsulting** implementation team to provide business owners with essential services

Executive & Business Coach and founder & CEO of Executive Passage, Cynthia Roney, has established **epConsulting**, an implementation team to provide business owners and executives with essential services.

*"We created epConsulting to provide business owners and executives with resources essential to success", said Cynthia Roney. "Too often we found that our business and executive coaching clients lacked key implementation resources in sales, marketing, communications, admin and HR, or had difficulty managing these resources-- or simply couldn't afford what they really needed."*

*"We've hired, trained and developed an outstanding team of implementation consultants to provide clients with what they need to achieve business success, and since we're able to share these resources across the needs of all of our coaching clients and non-coaching clients, this solution is very affordable. For example, one of our clients opted for sales services 3 days/week and we've already demonstrated better results than with the client's former in-house sales representatives--- and those results came at a fraction of the cost."*

*"Our goal is to provide 'simple connected results' enabling clients to stay focused on growing their business and achieving success."*

Services offered through epConsulting are available to business owners and executive coaching clients of Executive Passage as well as non-coaching clients and include the following services:

#### epConsulting Services

- **epCreative360<sup>0</sup>** Creative Marketing & Communications including website design & development, logo & branding, social media, SEO 'made simple', videos and advertising.  
*See website [www.epcreative360.com](http://www.epcreative360.com)*
- **epSales&Marketing** Development of client and prospect sales & marketing including creating databases, telephone qualifying, in-person introductions and follow-up with prospective leads, reporting.  
*See website [www.epSalesMarketing.com](http://www.epSalesMarketing.com)*
- **epHRmadeSimple** Provides basic administration and HR support including general administrative activities and planning, support with job descriptions, performance evaluations, surveys, job postings, screening and interviewing candidates.  
*See website [www.epHRmadeSimple.com](http://www.epHRmadeSimple.com)*

Additional epConsulting implementation services are also available. For more information, contact Cynthia Roney, Founder & CEO, Executive Passage [Cynthia.roney@shaw.ca](mailto:Cynthia.roney@shaw.ca) cell: 604-916-6541

Executive Passage is a results-based business and executive coaching company. We work with business owners, executives and boards of directors in four key areas:  
**People, Product, Profit** and action-driven, strategic **Planning**

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