

About NBAG

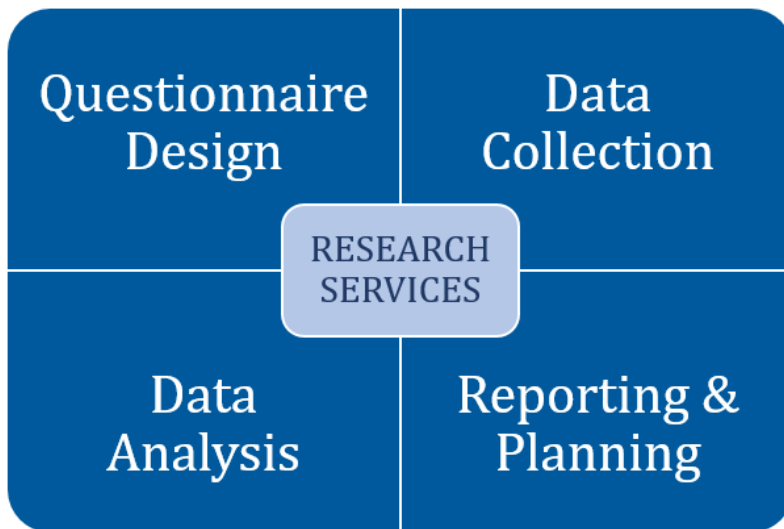
National Business Advisory Group, Inc. (NBAG) is a research-based management consulting firm that specializes in conducting research and analysis designed to uncover the needs of an organization’s key stakeholders (customers, employees, suppliers, etc.) as well as the efficiency and effectiveness of its operational process.

NBAG is headquartered in Marietta, Georgia, with an additional office in Greensboro, North Carolina. NBAG has been in existence since 2011 and continues to grow and broaden its reach to organizations throughout the United States.

NBAG provides valuable assistance to its clients through administering a process that will effectively collect and analyze data involving all aspects of an organization’s operational system; including, customer/member satisfaction; employee satisfaction; and operational effectiveness and efficiency. Once collected and analyzed this insightful information can be used to: *Attract and/or Retain Key Stakeholders; Increase Productivity/Sales and Profitability; and Reduce Turnover, Redundancy, Safety Incidents and Operational Expenses.*

To learn more about how NBAG can assist your organization, visit our website at www.mynbag.com or contact us at (888) 829 - 2468

Research Services



Questionnaire Design

⇒ Developing questions that are directly connected to the culture of the organization and the audience or function that is being evaluated

Data Collection

⇒ Effectively using the right research methodology that promotes, transparency, participation, convenience, and honest feedback.

Data Analysis

⇒ Analyzing the data from various perspective to uncover its true meaning, and identify possible patterns and trends.

Data Reporting

⇒ Highlighting insights, patterns and trends uncovered in the data through the use of graphs and charts to display its meaning.

Strategic Planning

⇒ Using the research findings to create new programs, processes and procedures to assist the organization in achieving its goals.

Research Process

- C** **COLLECTING** - Selecting the best research methodology; Identifying the right target audience; and Creating the best questions to produce insightful results.
- A** **ANALYZING** - Interpreting the data in a manner that will extract insights, patterns, and trends that can be used to develop business strategies and action plans.
- R** **REPORTING** - Displaying the results in a visual format that highlights the key insights, patterns and trends uncovered in the data.
- E** **ENGAGING** - Developing and implementing an action plan that can lead to a positive change throughout the organization.

