



*Emily*



**OVERSON**

Business Consultant 🌲 Trainer 🌲 Strategist 🌲 Coach

## MEET EMILY

After years of experience working in the lumberyard and building materials industry, Emily Overson recognized an opportunity to help LBM, hardware retailers, and family-owned businesses be more efficient in their processes. She launched Emily Overson Consulting in 2016 to help clients build an accountable organization by eliminating shortcomings, creating feedback mechanisms, and improving internal process flows through leadership education.

With a foundation in business and accounting, coupled with an appetite for wrangling inventory and operational excellence, Emily's clients count on her as a trusted advisor and resource to help them manage the daily happenings in their business. Through her work in corporate settings and family businesses, she not only understands those daily challenges her clients face, but also, she knows the tools and processes to put into place to help the business thrive.

Passionate about giving back, Emily partners with regional lumberyards and other organizations to provide training on topics such as finance, sales and operations.

# EMILY'S THOUGHTS



Life is an incredible journey. Do you ever wake up wondering about the events unfolding in your life? Sometimes, it can be scary, like a runaway train, and we are along for the ride. Sometimes, it is joyous and exhilarating, the stuff our dreams are made of. Having a sound resource to talk through the challenges and celebrate the wins can bring peace of mind.

Life is short. I hope you work in a position that helps you thrive. I hope you go home to your non-work life with gas still in your tank. It is an ongoing challenge for businesses to build a culture that allows employees and owners to experience this regularly. Life changes around us; constant adaptation is needed. The processes of the past may not serve us today and certainly will not in the future. Are you keeping up with all this, or do you need a hand?

Life gets messy. Family businesses – is the family there to serve the business? Or is the business there to serve the family? There are a lot of sticky situations if we do not consider which hat we are wearing and which role we are operating in. Family ties are important, and family should come first. Yet we are also responsible for the business and all the employees whose livelihood depends on our company. How do we find the balance? I have worked in and with many family businesses. I have the experience and can assist an organization to grow through the challenges.

Not a family business? Life still gets messy. Employee, customer, and vendor issues, supply chain challenges, cash flow (and worst of all, lack of it!). I meet organizations where they are, and we develop a game plan to get you where you want to be! A goal without a plan is just a dream. Together, we can make your dream a reality!

I am incredibly blessed to be doing the work I love. Each year, I meet more wonderful people and outstanding organizations. I am allowed to make an impact that improves business and changes lives.

Thank you for taking the time to read my thoughts. I would be most honored if you feel compelled to reach out and see how I might serve you or your organization.

Warm regards,  
Emily

## WHAT CLIENTS ARE SAYING

“Emily has always been a tremendous resource for us to use in the implementation of our business accounting software.

 **Doug Boehs, Boehs Building Supply**

“The commitment Emily has for our industry is above and beyond. With her help we were able to grow our company with confidence!”

 **Brett Hanson, Tri-State Building Center**

“Emily can seamlessly jump from talking deep in the financials with our CFO, to helping a cashier, to advising the purchasing manager. She has my highest recommendation.”

 **Kyle Martinez, Interstate Building Materials**

“Emily is knowledgeable, thorough, patient, and willing to work with companies BIG and small! If you are willing to do the work, she CAN AND WILL get you to the finish line!”

 **Summor White, Eastside Lumber**

# SIGNATURE PROGRAMS



## LBM Inventory Management

A strong inventory management system not only protects your investment, it makes your sales, receiving and order fulfillment run smoothly and minimizes errors. But many businesses are using outdated methods to monitor inventory, so they struggle to keep an accurate count. During this program you will learn the best practices to develop and maintain an effective inventory management program for your company.



## LBM Risk Management

LBM dealers lose tens of thousands of dollars annually through losses of inventory, equipment, supplies as well as financial losses. Cyber theft is growing and if you do not protect your business, you could find yourself out of business. During this program you will learn the multiple ways retail businesses experience theft & loss and how you can prevent them.



## LBM Financials - Improving Profits

Gain the tools you need to move towards your business goals and gain a healthy bottom line. Whether you are new to a management role, or a seasoned veteran, walk away with greater understanding and a fresh desire to tackle the elements which will reap large rewards for your organization.



## 5 Key Areas of your Business

Dive into the key areas owners need to be utilizing in their business. Whether you are new to the game or need to up your game, you will walk away with tools proven to make a positive impact on your business.



*Let's Connect!*

LEARN MORE 



[www.conversion-omics.com](http://www.conversion-omics.com)



612.803.4512



[more@conversion-omics.com](mailto:more@conversion-omics.com)