

Start Ups

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By Molly Dillman & Jennifer Smith



Marcia Hansen Photography

Marketing your business has to be done consistently, “no matter how busy you are with your current client,” advises Jennifer Reddemann of Mosaique Consulting, LLC.

Mosaique Consulting, LLC

How do budding entrepreneurs know when it’s time to venture out on their own? For **Jennifer Reddemann**, proprietor of Mosaique Consulting, an

internal clock provided the clue. Reddemann, who offers consulting services in training, instructional design, and process management, spent the past eight years as an internal consultant with her previous employer. And eight was enough, particularly when it took a “minimum amount” of capital to conduct industry research, begin marketing, invest in marketing materials, and develop a Website.

“I knew it was a big risk, leaving the security of working for a company,” admitted Reddemann, a member of the local and national chapters of the American Society of Training and Development.

“However, I knew that if I did not make the change soon, I would regret not having taken the chance to be my own boss.”

Since opening on Jan. 1, 2005, she has no regrets about marketing her skills and knowledge. Having spent

over 11 years in education and supply chain management, she initially focused her marketing in these industries, but has expanded into others. “My primary customers are in the supply chain management industry (warehousing and transportation),” Reddemann said. “I am in active discussions with potential clients in healthcare, banking, insurance, and education.”

As part of a healthy contingent of area consultants, Reddemann has tried to stand out by offering both training delivery and training program design to small- and mid-size companies that may not have the staff or expertise to deliver “off the shelf” or customized training programs. Yet there seems to be more collaboration than competition among local consultants. “We are always keeping each other abreast of potential projects that need support from one another based on our own areas of expertise,” she said. ■



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