

The Freemount Corporation: The Overview

The overwhelming demand on the Freemount Corporation to have keynote conversations on community and the best selling and award winning book *Eight Habits of the Heart* have defined the current products and services. The Freemount Corporation is dedicated to promoting organizational effectiveness throughout the community at all levels. It seeks to address the critical issue of building community within all the places of our living. The main keynote topics are The Power of Community, Leadership, Diversity, Team Building, Mentoring, and Employee Effectiveness, which are customized for each client's personal objectives.

The Freemount Corporation: The Starting History

The Freemount Corporation was founded fifteen years ago by Clifton L. Taulbert while still a practicing banker in Tulsa, Oklahoma. According to Taulbert, "I have always wanted to own my own business. Although at the time I was unsure of what that business would be." Some fifteen years later we have an idea. Taulbert started out as a business broker and eventually partnered with the founder of Stairmaster Exercise System to open up the government markets. Despite his business success, Taulbert had a different dream; he always wanted to be a writer. Not one to rest on his laurels, he began writing and his first book, *Once Upon a Time When We Were Colored* became an International best seller and major motion picture.

This critically acclaimed book focuses on the sense of community that characterized Taulbert's hometown. It was this book about the 'power of community' and the importance of relationships at all levels that paved the way for work the company does today. The timeless qualities that build strong communities- a nurturing attitude, dependability, responsibility, friendship, brotherhood, high expectations, courage, and hope evolved from this powerful book and laid the foundation for the continuing success of the Freemount Corporation. Today, The Freemount Corporation is involved in maximizing the potential of human capital employed within industries and organizations world wide.

The Freemount Corporation: Products and Services

The Freemount Corporation offers a variety of products and services from; books, videos, audio tapes, posters, t-shirts, and note cards. The books include *Eight Habits of the Heart*, and *Once Upon a Time When We Were Colored*, which was released as a movie in 1994 directed by Tim Reid. The overwhelming services provided by the Freemount Corporation are keynote addresses, and full and half-day workshops, where Clifton L. Taulbert stresses the importance of community in the 21st Century. Mr. Taulbert uses his personal experiences to communicate community in his own life and how it can be used in current day companies.

The Freemount Corporation: Markets Being Served

The markets being served by the Freemount Corporation incorporates all business levels: Federal agencies, many fortune 500 companies, K-12 schools, principals and teachers, universities, community colleges, and non-profit organizations. Freemount Corporations services can be used by anyone who wants to improve the community aspect, (relationships of their organization), increase diversity awareness and opportunities, expand leadership skills, and develop capacity of the team which will result in the increased productivity and effectiveness of those businesses or organizations.

Freemount Corporation: Customer Response

Mr. Taulbert has received many awards and accolades because of his work. His words and actions are heartfelt which shows his remarkably genuine character that others embrace. His work and life have brought him much acclaim.

The following are a few quotes from satisfied customers: Betty Siegel from The Siegel Institute writes, "...you have a wonderful way of interacting with groups, and I know that your presentation must have been a highlight of the International Network Conference."

Warren Bennis writes, "Leaders are those who enroll others in their vision...you have enrolled other educators with your extraordinary vision and character."

Barbara Southall and Jim Garwin from The Principals Partnership and Union Pacific Foundation write..."Principals once again praised the event as 'best ever'. You are to be congratulated in making this happen with your excellent Thursday address."

B.E Dunscombe, Captain, U.S Navy of Sasebo, Japan writes "Your visit to the base and its schools was a memorable highlight for our African-American History Month."

Because of customers like these Mr. Taulbert has become one of America's leading thought-leaders on the "Power of Community."

Analysis

The strengths of the Freemount Corporation are the uniqueness of its products and the strong, positive relationship that it has with its customers, suppliers, and employees; also it has a good alliance with other businesses. The areas of the company that shows the most weaknesses are the low volume and the restrictive ability to scale up. The marketing tactics and the lack of innovative skills are somewhat weak areas of the company.

The most favorable opportunities that the company has are the ability to expand the company's products and to expand its customer base. The Freemount Corporation has the opportunity to benefit from favorable cultural shifts and changes in technology that could boost its business such as internet sales or ecommerce.

The possible threats that the Freemount Corporation will most likely face are the changing needs of its customers and the changes in demographics, the customers or suppliers that will dictate their own price.