

# Info Package

Hi there, I'm Todd, CEO of **Business Sherpa Group**.

Welcome!

We've been offering business solutions to Canadian small & medium-sized enterprises (SMEs) since 2008 and have always had the same goal: to help build a world where SMEs can thrive. Our way to do this is by providing SMEs with the resources that big businesses have in-house, resources which SMEs can't typically justify or access.

We would love to connect and learn more about you and your organization. For now, our Info Package can tell you a bit about who Business Sherpa Group is and what we do.

- Todd Luckasavitch



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**Ready to get to work? Want to know more? Let's get in touch.**

[Learn more](#)



# Our Story

**2008**

Founded by **Margo Crawford** after she felt the firsthand need for better support options.



**Summed up, Business Sherpa Group is outsourced operations support for small and medium businesses. Our experienced team of embedded experts bring systems, solutions, and ongoing support when and how our clients need it.**

Business Sherpa Group was founded in 2008 by Margo Crawford after she felt the firsthand need for backend operational support for small and medium-sized enterprises (SMEs). She believed that the size of an organization shouldn't limit their potential, which is the ethos of Business Sherpa Group to this day.

From the onset, it has been our mission to provide SMEs with the resources you'd expect at a larger organization, but delivered in a way that is practical and affordable for SMEs. We continue to believe that no business, regardless of size, should be prevented from reaching its full potential.

15 years on, we have helped over 500+ businesses grow and thrive with our flexible and embedded approach to operations.

Checkout **Our Solutions** on the next page to learn about the business solutions we provide SMEs :-)

**200+**

Active monthly clients

**500+**

Businesses served

**100%**

Small & medium clients

**1/3**

NFPs

**1/3**

Tech & professional services

**1/3**

Owner operated

## Our Vision

A world where all SMEs can succeed and thrive.

## Our Mission

We help SMEs achieve peak performance by providing outsourced operations support with experts + technology.

## Our Values

**Trust** / do the right thing  
**Collaboration** / share, support, connect  
**Adaptability** / learn, change, grow  
**Impact** / make a difference

# Our Solutions

**Human Resources**   **Cloud Based Accounting**   **Managed Recruitment**   **Executive Solutions**

Our solutions are designed to give businesses the freedom to get back to what they love doing. Acting as an extension of a client's existing team or becoming the team, we fill daily operational gaps whilst being able to help with long-term, strategic projects.

This means SMEs no longer have to juggle operations alongside executing on their promise. They simply can focus on doing what they do best, knowing their business is running smoothly and those daily operational tasks are taken care of.

Whether it is **Human Resources**, **Managed Recruitment**, **Cloud Based Accounting** or an **Executive Solution**, we provide our support flexibly, with no long-term contracts and the ability to easily scale up or down as a client's business reality changes.

500+ clients later and we're happy to report our approach is proven to work from coast to coast, regardless of industry.

Keep reading for more about each solution!

*“There was a strong sense of trust, like Business Sherpa Group was truly a part of our team...”*

*Laura Dionne Senior Director, People and Culture  
Ottawa Senators Hockey Club*

## Human Resources

Our Human Resources solution provides SMEs with a comprehensive HR department, offering access to a team of experts, including senior-level professionals, all at a fraction of the cost of maintaining an in-house department. Ongoing "embedded" support is provided in just the right amount for each business, enabling ensuring efficiency, HR compliance, and stress relief for our clients. We also provide "a la carte" solutions for businesses undertaking one-time projects, such as compensation reviews or leadership development.

Our approach is trusted by hundreds of small businesses nationwide who value the peace of mind, personalized guidance, and expertise on the cutting edge of technology that we deliver. There is no issue too daunting for our HR experts.

## Cloud Based Accounting

Our Cloud Based Accounting solution pairs our accounting experts with cutting edge technologies to help small businesses get more out of their money, providing real-time financial data and ensuring the day to day is covered by a full team. Additionally, we offer clients a chance to modernize their finances through digitization programs that minimizes disruption.

This solution is always supported by CFOs so each business can access the minds of our best strategic finance-thinkers, helping plot their future. It is a comprehensive finance solution designed to scale up or down as a business' needs evolve.

## Managed Recruitment

Managed Recruitment looks a little different at BSG. We combine forces with a business' existing recruitment team or become the full team, and provide help where it's needed the most. This means we can help write job posts, screen candidates, plot strategy to guide decision making, and we do it under the business's banner, reflecting the culture and values of each client.

Rounded out with an equally unique approach to Executive Search, small and medium businesses' recruitment needs are covered.

Our approach is in line with our desire to provide flexible solutions to SMEs and this solution is no exception. Clients save on hiring fees with tap on, tap off support (unlike traditional talent agencies).

[Learn more](#)

## Executive Solutions

When you need to make a big decision, sometimes it's nice to have support from an experienced individual. That's what our Executive Solutions branch is there for, providing SMEs with senior level leadership to help them plot the future of their business. This service leans more on our "a la carte" model, letting SMEs request executive support for a variety of larger projects that they face.

From leadership development, to IT management, to succession planning, this solution can help strengthen any business.

# Case Studies

## Pirurvik Preschool Provides a Different Approach to Education in Northern Communities

Pirurvik Preschool has been providing culturally specific programming to northern communities for years, and enlisted the help of BSG to aid in the administrative functions of the organization. The result? More programs being offered to more communities. [Learn more.](#)

## Hyatt Place Ottawa West: Sustainability Making Headway in the Hotel Industry

Hyatt Place Ottawa West reached out to BSG when they were looking to become GreenKey Certified - a certification program for hotels that meet select sustainability requirements. Through the height of the COVID-19 pandemic, we were able to help them hire a new finance executive who could play a key role in managing their finances and attain the certification. [Learn more.](#)

*"It's been 5 years since we reached out [to BSG] and we still consider them a key partner in our growth..."*

**Greg Johnson** President  
RBR Ltd.

*"Having a knowledgeable team to advise on the best practices in HR has been extremely valuable..."*

**Dr. Judy Van Straalen** Pediatrician  
Center for Pediatric Excellence



# Chat soon!

**Leanne Bell**

Marketing Manager

[Get Started](#)

  
**Business Sherpa Group**

Your operations, **simplified.**

