

Digital Efficiency Consulting Group (DECG) Officially Launches in Orange County, California

Execution-ready roadmaps that help teams save money, speed up work, and boost revenue, starting with the smallest high-impact changes.



Mission Viejo, California Feb 11, 2026 ([Issuewire.com](https://www.issuewire.com)) - [Digital Efficiency Consulting Group \(DECG\)](https://www.thedecg.com), founded in 2020, today announced its official full-time launch. DECG brings a practical and tested, yet unusual approach to workflow redesign, operational clarity, and digital efficiency to organizations across the US. DECG helps teams uncover where work is slowing down, quantify the impact, and deliver decision-ready options that internal teams can implement with confidence. Learn more at www.thedecg.com.

DECG's core belief is simple: small improvements create real change. Rather than recommending massive rip-and-replace initiatives, DECG focuses on smaller targeted adjustments that remove friction from day-to-day operations, reduce rework, and improve decision speed, often with minimal disruption. Bottom line... Get more done for less.

"Most companies don't need a reinvention, they need a few smart fixes in the right places," said David Carneal, Founder of DECG, with over 25+ experience. "Many years ago I was able to flip a switch in a company's system and generate nearly \$500,000 in annual revenue. It was already part of their business model, but when employees turned off the process for various reasons, they'd forget to turn it back on. Turning it on and automating the reactivation of that process led to a significant increase in revenue. That's what DECG does: find the hidden 'off switches' inside workflows and help teams turn them into reliable, repeatable wins."

DECG's advisory work centers on three core areas:

- CX and workflows (reducing handoffs, approvals, and status-chasing)
- Operations and process analysis (manufacturing, distribution, and cross-team execution)
- Data integrity and analytics visibility (cleaner inputs, better governance, clearer reporting)

"DECG brings uncommon clarity to messy operational realities," said Mark Cosgrove, Founder of Doctors Own Design. "David has a knack for finding the small process fixes that free up real time and

create real savings. We've partnered with him again because the results stick, and they show up fast."

"Operational improvements usually fail when they're too big, too fast, or too disconnected from how teams really work," said Richard Southwick, Occularium. "DECG's focus on small, high-leverage changes is exactly what most organizations need. You'll feel progress quickly, and the benefits compound."

DECG offers introductory discovery calls for organizations looking to reduce operational drag, improve workflow reliability, and identify efficiency wins that don't require months of disruption. More information is available at www.thedecg.com.

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About Digital Efficiency Consulting Group (DECG)

Digital Efficiency Consulting Group (DECG) is an Orange County, California-based efficiency advisory firm focused on uncovering hidden inefficiencies that drain time, create rework, and slow decisions. DECG maps how work actually flows across teams, identifies bottlenecks and failure points, and delivers clear, prioritized roadmaps that clients can implement with confidence. DECG is vendor-neutral and provides objective recommendations designed to reduce friction without ripping out what already works.

About David Carneal

David Carneal is the Founder of Digital Efficiency Consulting Group (DECG) with 25+ years of experience improving operations across customer experience, order entry, manufacturing, and distribution environments. He specializes in turning messy, manual workflows into measurable improvements by identifying the small process changes that create outsized business impact.



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