WORKSHOP TPOICS

How to Stop Being Owned by Your Company
Synopsis: "I Own My Company, or Does My Company Own Me" – When people go into business, they have dreams. After several years in business, those dreams may have faded due to the enormous amount of work they must do, and their goal becomes less of a dream and more of "survival." There's no reason for that! This module works with business owners on how to become better by focusing their time and effort on only the things an owner can do, while leaving the less-critical tasks to others to handle. It's all about creating a self-sustaining business instead of creating a job that isn't what you dreamed about. This module is critical for any business owner who wants to have more time, money, and control in their own lives while building an incredibly valuable company. A business owner can benefit a great deal from the content of this powerful program! It can change people's lives.

How to Build a Strong Business Team
Synopsis: "Building Your Executive Team" – The difference between companies that can execute and those who can't typically boil down to one major difference: Teams that can execute have a group of people leading the company; whereas teams that can't execute are typically way too dependent on the owner for all the answers. This module shows the owner how to build an executive team of their own. But it doesn't stop there! Not even close! By the end of this module, the business owner will know who an executive team is, what they do, how they do it, when they do it, and how communications and accountabilities can best be managed. Business success comes from strategic and thoughtful planning, vigorous execution, periodic measuring, and timely adjustments to the plans that go directly back into the execution phase. When the owner applies the content of this module to their own businesses, they'll have much more peace in their lives, profits in their pockets, and value in their companies. This is solid material and it always works when it's executed properly. This module shows participants how to do it the right way.

Getting Every Brain in the Game
Synopsis: "Every Brain in the Game" – Company cultures fall apart for good reason; people are treated like tools instead of with dignity and respect. Adding to that, business owners often neglect to capitalize on their best and often most expensive investment; their people. This powerful module will help business owners tighten their culture, involve their team, and get every brain in the game. The benefits from this training are a better place to work, a more profitable company, a much more valuable company, and the

opportunity for significant professional and personal growth. This isn't "feel good" stuff; this is true leadership.

Review Sessions 1, 2 and 3

Synopsis: "Tying previous sessions together" – This review is a powerful way to make sure you are applying your new found or refreshed knowledge. We all know the deal; knowledge is not power. It is merely the potential for power. True power comes from executing that knowledge. This module reviews the prior topics and provides an excellent accountability forum. If you are serious business people, you don't only want to learn new theories per se'; you want better results from your investment in this group program. This check-up is critical to insure that's happening.

People Problems -

Synopsis: "People Problems"- The biggest mistake business owners make is when they allow people problems to go unaddressed. It costs them a fortune! In this module, we discuss why we have people problems, why people ignore them, why they are so costly, and what to do about it. It's hard-hitting stuff and you won't be able to bury your heads in the sand anymore once you go through this training.

Putting Your Payroll on a Diet

Synopsis: "Putting Your Payroll on a Diet" - Business owners allow their payrolls to get unnecessarily fat; this costs them a ton of money. In this module, we identify and discuss why there is so much waste in labor expenses; often our largest single expense -and strategies on how to eliminate that waste. The information is implemented through specific action steps that you will take in your own businesses to address the issue of "fat payroll." Whatever you are paying for this module should be returned on investment many times over!

Finding and Filling Profit Holes

Synopsis: "Finding and Filling Profit Holes"- Most small businesses don't have large, easily visible profit holes. Instead, they have many little profit holes that money pours through every single month. These profit holes often cost businesses more each year than they earn in total annual profits! It's sick! In this module, we will identify those little profit drains and fill the holes! The returns on investment to you from this module could pay for professional business coaching or consulting for the rest of your lives! It's that good.

Review Sessions 5, 6 and 7
Synopsis: "Review of previous sessions– During this module, you'll review –sessions: "People Problems", "Put Your Payroll on a Diet" and "Finding and Filling Profit Holes", and measure your progress. Again, for you to get tangible results, they must implement the strategies and tactics in these modules. This review is necessary to make sure you are moving ahead.

Improving Outside Sales
Synopsis: Improving Outside Sales – I can't tell you how many horrible salespeople I've met that can't sell for beans! But business owners pay them –often handsomely- even though they are a huge cost to the business. There's no need for that! This session will show you a variety of reasons salespeople are inefficient and will also expose you to different tools that can have a tremendously favorable impact on your salespeople's ability to increase revenue. Without the proper tools, they can't compete in today's ever-increasing "tools savvy" business environment. It's time for you to stop having your lunch eaten by the competition!

Rallying Your Team Around Your Goal
Synopsis: "Rallying Your Team Around A Goal" – No, this isn't a "fluff" course to make people feel good. This isn't a hype session. This is stuff that great business owners absolutely need to do to get their teams to perform their best. Without "true-goals," a company is rudderless. A goal is valuable, attainable, and measurable. It is committed to memory, includes a date of attainment, and everyone going after it needs to have a burning desire to achieve it. Without any of these factors, you don't have a goal; you have a "hope." There is little power behind "hope," but a lot of power comes from having a goal. This session will show you how to create a meaningful company goal, and how to rally your team around it. If you think this is the same 'ol, same 'ol, you're wrong! This is tough stuff but is broken down into manageable steps and with commitment, can be implemented with enormous success.

Vision, Mission, Values Statements
Synopsis: "Vision, Mission, Values"; The Real-Deal! – The Real-Deal! – How many times have you said, "We all have to get on the same page!"? Do you know what Vision, Mission, and Values statements are supposed to be? They are supposed to be "the page!" But too often they become meaningless platitudes that may look nice on a dusty plaque in your company lobby, but only serve to frustrate your strongest team players. In this session, you will learn how to use Vision, Mission, and Values statements as tools which, if used correctly, will make a tremendously favorable impact on you, your team members, and your business in many ways. This truly is the real-deal.

Review Sessions 9, 10 and 11

Synopsis: "Review of previous sessions – During this module, you'll review sessions: - Improving Outside Sales, "Rallying Your Team Around A Goal", and "Vision, Mission, Values"; The Real-Deal! And, measure your progress. Again, for you to get tangible results, you must implement the strategies and tactics in these modules. This review is necessary to make sure you are moving forward.