

BUSINESS DEVELOPMENT

Training that provides long term, results driven learning in a collaborative environment that focuses on developing your business from early stage to growth mode.



Entrepreneurial Studies for Small Business

Expressly created to assist the small business owner who needs to move to an Owner Mind-Set, this program will help you learn the fundamentals of structuring your business for sustainability and success. It addresses the five key components necessary for a solid business foundation—people, strategy, operations, cash and growth planning. This program is perfect for the sole proprietor or small business that has less than one million in annual sales.

National speaker, author, trainer and serial entrepreneur Steven Rowell has had diverse leadership and training roles with Fortune 100 Companies such as Marriott International, The Walt Disney World Company and Compass Group. Founder of ReConnect Consulting, Steven provides results driven solutions to grow your small business to new heights.

Steven Rowell has helped business owners just like you grow the business of their dreams in record time with priceless insights that you will learn. Tested, proven strategies that are simple, powerful—real world solutions that are proven to work.

This Program will include:

- Five full days of classroom training
- Assignments between sessions
- Assessments for students to take prior to Program
- Free webinars on subject matter discussed in class
- Personal one-on-one with Steven between classroom sessions

Entrepreneurial Studies gives you all the tools to structure your business, grow your revenue and will guarantee to move you from ideas to implementation in record time.

The Program will cover the five most important topics you need to understand in order to sustain and grow a profitable business. It includes:

Strategic Management—build from your business plan, learn how to create and implement “TOPS” and “SMARTS”. Start to break free from doing a job and create a business that you manage and OWN.

People Management—Discover the best proven method

for interviewing (getting the right people is essential to your success). Learn how to recruit the best people and keep them. Understand coaching vs. progressive discipline.

Organizational Management—Learn proven methods for building effective organizations regardless of size. Discover proven strategies that align your entire company around metrics that achieve results. You will come away from this session with a solid structure that allows to you build upon for a sustainable future. No more flying by the seat of the pants strategy.

Financial Management—Discover the financial metrics that must be tracked and monitored for success. Find funding sources; use cash flow strategies of the best turn-around minds around. Learn to empower yourself with the money side of your business.

Growth Management—Discover how easy it is to double your sales. Identify proven customer retention and add-on value strategies for a tough economy. Learn the secrets to Guerrilla Marketing in the New Economy.

This Program gives you the tools to structure your business, it will empower you to make the decisions necessary to grow each year and build the business faster!

Investment for the total program

Including classroom training, workbook, webinars, coaching calls, 11-hours of video training and several add-on bonuses such as “Success from the Inside Out” by Steven Rowell, the Glossary of Venture Capital Dictionary and IPO Terms — \$1,500 per person

Rockefeller Habits Institute

Based on the book "Mastering the Rockefeller Habits" by Verne Harnish, contributing editor of Fortune Magazine and founder of Gazelles Inc. this program is designed for the business that has an identified management team in place.

This one-year course of study focuses on aligning your company on the four critical elements of business success (strategy, people, execution and cash), and the three key execution disciplines (priority setting, gathering the best data/metrics, and optimizing the company's meeting rhythms). Rockefeller Habits Institute helps executive teams grow its revenue and bottom line profitability.

Who will the program help

CEO's, C-Level Execs and Management teams who....

- Are dissatisfied with how they're managing growth or not sure how to grow in the current economic conditions

- Aren't getting the rate of return on their efforts and want to improve profitability

- Have too many competing priorities and are struggling to get things done

- Have a management team that often is pulling in opposite directions

- Are struggling to find the cash to operate more smoothly

\$16,000 for a management team of four, scaled based on number of participants.

Total of 58 classroom hours.

Schedule

Boot Camp

Three six-hour days designed to develop the initial plan and learn the complete business framework

One full day session
6 hours

Four half-day sessions
Three-hour "content" sessions on:

- Attracting, hiring, developing and retaining "A" players

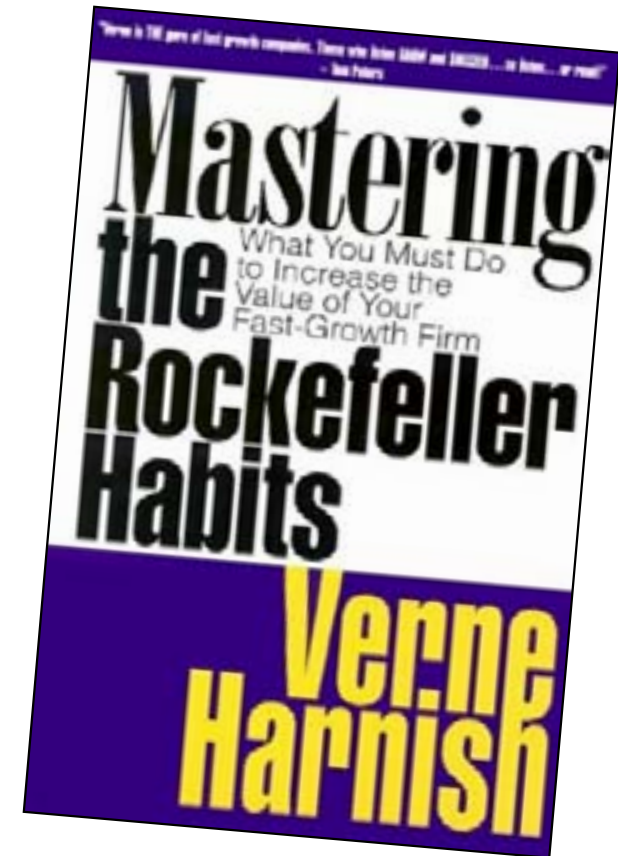
- Developing a meeting "rhythm" that supports plan execution and increase individual accountability

- Designing metrics and determining the key indicators that will help you develop "predictability"

- Creating a strategy that will enable you to grow revenues

Four half-day sessions
Three-hour quarterly planning session

One full day session
Six-hour long-term strategic planning



CONSULTING SERVICES

Starts with a consultation between our staff and yours, at no charge, to ensure the right fit for your company's culture and specific needs. This program is geared to assist your business with a variety of experts, our Professional Business Advisors, trained in the following fields.

Business Valuation

Employee Opinion Survey

Environmental Services—Audit, Compliance

Executive Coaching

Human Resource (HR) Administration

Market Analysis

Project Management

Strategic Analysis & Development

Workforce Cultural Analysis

And More

CUSTOMIZED TRAINING

Our Experts At Your Location

Provides customized training on-site at your business, tailored to your needs. The Center specializes in developing in-house training programs at your facility that enhances the knowledge and skills that are specific to your business, industry or workplace.

Customized training offerings:

Critical Thinking & Problem Solving Skills

Customize Supervisory Training

Customer Service

Diversity Training

Health & Safety Training

Management Development

Process Improvement—Lean, Five-S

Executive Team Coaching/Strategic Planning

TRAINING FUNDS MAY BE AVAILABLE TO ASSIST YOU

If your available training budget does not cover your training needs, you may be eligible to access financial assistance by contacting www.wednetpa.com or your local Workforce Investment Board (WIB).

REGISTER ONLINE

GreaterReadingChamber.org

CONTACTS

Marlene Price, PHR
Manager, Employer Services
610.898.7780

mprice@GreaterReadingChamber.org

Jennifer Thompson
Director of Training & Business Development Services
610.898.8387

jthompson@GreaterReadingChamber.org

TRAINING LOCATION

The Center for Business Excellence
49 Commerce Drive
Spring Ridge, PA 19610
610-898-8197
610-376-6766