

Don't Miss...

## The Four Decisions all Business Owners Face in Running their Business!

Can you answer "yes" to these questions?

- 1) Today, would you enthusiastically re-hire your current management team?
- 2) Can you explain your strategy in one sentence or less?
- 3) Have you reached the desired revenue and profit goals you have set for your company in the past 3 quarters?
- 4) Is your cash growing?

This one-day workshop will help you answer these questions by focusing on four key decisions: **People, Strategy, Execution, and Cash**. Topics covered include:

- **Cash Model** – how to double your operating cash flow in twelve months
- **Market Intelligence** – how leading firms "learn faster" to remain ahead of their competitors and to drive priority setting
- **People** – how to select and hire A players and then avoid de-motivating them
- **BHAG** (Big Hairy Audacious Goal) – aligning it with your business fundamentals
- **Brand Promise** – the key strategic decision that differentiates you from competitors i.e. "if you can't state your strategy in a sentence, you don't get it!"
- **Meeting Rhythm** – Create a rhythm of meetings-daily, weekly, monthly, that foster collaboration and drive execution.
- **Annual and Quarterly Focus** – the most critical short term decisions an executive team can make to drive alignment and performance

*Frequent outcomes include tripled profitability, doubled cash flow, improved alignment, and sharpened focus.*

Friday, February 24, 2012

8am-5pm

Linden Hall Conference Center

4765 Dorsey Hall Drive

Ellicott City, Maryland 21042

\$250 per executive attending

\$1000 for teams of 4 or more

(\$195 for Inner Circle Members)

**Breakfast and Lunch Included**

VISA, MasterCard, American Express  
and Discover cards accepted

Register by February 22, 2011 online at:

<http://rockefellerhabitsworkshop22412.eventbrite.com>

or call 410-323-7429

### About the Presenter:



**Terry Schaefer**, professional certified coach and the coach for visionaries will facilitate this full day event using the Four Decisions described in the Book - *Mastering the Rockefeller Habits*. Terry and is a member of Gazelles International, Verne Harnish's (a regular columnist in *SmartCEO Magazine*, author of *Mastering the Rockefeller Habits* and CEO of Gazelles, Inc.) team of coaches serving high growth companies.

This event is sponsored by The Inner Circle Mid-Atlantic,  
<http://www.innercirclemidatlantic.com/>

