

# *Laying a Solid Foundation* ©

**Objective:** Most business owners want their business to be successful. However, many are not because they do not have a solid foundation. This course will focus on the critical elements of a strong business foundation and how to build one.

## **What you will learn:**

- What a “company’s culture” is
- Why a company’s culture is the most critical factor
- How a CEO can develop the desired company culture
- How to fix a dysfunctional culture
- What leadership really is and how to develop leaders
- How good judgment can be developed
- How effective business strategies are developed
- Tips to effectively execute a business strategy
- What to do when a business is not operating effectively
- How a company can innovate and differentiate itself
- How to create and maintain a brand
- Many pitfalls to avoid

**CPE:** 4 hours

**Level:** Overview

**Category:** Technical Consulting

**Prerequisites:** None but this course compliments “The 3 Key Elements of a Successful Business”

**Instructor:** Dennis Gerschick