

The Three Key Elements of a Successful Business ©

Objective: Former General Electric C.E.O Jack Welch has written that business comes down to three key elements: (1) customers; (2) employees; and (3) cash flow. He advises that if you manage those three elements effectively, you can have a successful business. This course will drill-down on each of these three elements. The lessons learned can be applied to any kind of business including an accounting firm or can be used to advise clients.

What you will learn:

- Characteristics of a good customer
- What you should know about your customers
- Ways to improve your customer service
- How to strengthen your customer relationships
- When the company should fire a customer
- Steps to take to hire high-quality employees
- How to motivate employees
- How to develop employees more effectively
- Critical mistakes made in managing employees
- How to minimize discrimination claims and other legal claims
- How to manage cash flow more effectively
- Common mistakes made in managing cash flow
- Strategies to improve cash flow
- Which expenses should be cut and which expenses should be increased

CPE: 4 hours

Level: Overview

Category: Technical Consulting

Prerequisites: None but this course compliments “Laying a Solid Foundation”

Instructor: Dennis Gerschick