

# *Management & Consulting*

## **Alliances & Joint Ventures – If You Can't Beat 'Em, Join 'Em**

Businesses usually need people, time, money, and expertise to take advantage of a business opportunity. In many cases, a company does not have all of the required elements. This session will explore the pros and cons of creating an alliance or joint venture to take advantage of an opportunity. In most cases, the upside return is reduced, but the downside risk is also reduced. The speaker will note many pitfalls to avoid and how to increase the odds of successfully structuring an arrangement that meets the objectives of every participant.

## **Business Plans - Taking Control of Your Business' Future**

As a practical matter, to obtain a bank loan or venture capital, a written business plan is often needed. This session will address many practical issues including: what is a well written business plan? Who should draft it? What should be included? How long should it be? What are the common mistakes made? The speaker manages a venture capital fund and has reviewed almost 1,000 business plans. He'll share his experience with you and explain why a written business plan can increase the odds of success.

## **Buying or Selling a Business – Doing it at the Right Time, the Right Way**

Buying or selling a business is often the largest transaction the business owner will enter into. They get one chance to do it right. The right moves can bring financial success to them and their families. Mistakes can bring disaster. This session will highlight critical issues that should be addressed, both from the buyer's viewpoint and the seller's. Numerous pitfalls will be noted.

## **Financial Reform – Are We Safe Now from Future Meltdowns?**

Congress responded to the financial meltdown by enacting the most comprehensive financial reform since the 1930s. This session will summarize the new legislation. It will also explore many important questions including: Will the new laws prevent financial meltdowns in the future? What changes were made and why? What proposed changes were not made? What are the most likely consequences of the new legislation?

## **Franchising Your Business – Want to be the Next McDonalds?**

Should an entrepreneur start his/her own business or buy a franchise? The owner of an expanding business can either add its own new locations or it can sell franchises. This session will explore the advantages and disadvantages of franchising. The speaker will address the issues from both perspectives: The franchisor's and the franchisee's.

## **Growing Your Business in a Recession- Getting Ahead Despite the Conditions**

The recession has adversely affected many businesses. This session will explore ways any business can increase both its top and bottom lines, despite a recession. The speaker, who manages a venture capital fund, will note the options a company has, the issues that should be addressed, and will note some pitfalls to avoid. This session will focus on practical solutions, not theory.

## **Healthcare Reform – Getting Well in America**

In March, 2010 sweeping healthcare legislation was enacted. This session will summarize many of the changes made by the new law. What exactly were the problems and how does the new law address them? What will be the likely consequences of the new law? What problems were not addressed by the new law?

## **Innovators and Inventors – Learning From People Who Have Made a Difference**

To be competitive, businesses must constantly innovate and/or invent to get better. Significant lessons can be learned from those who invented and innovated successfully in the past, like Thomas Edison, Henry Ford, Bill Gates, Sam Walton, and others. What did they do? More importantly, what can we learn from them and apply to our own businesses?

## **Leadership – Developing the Next Washington or Lincoln**

Leadership is important in business, but what is leadership? While some leaders may be born with that talent, leaders can be developed. Leaders share some of the same characteristics. This session will address what these are, why leadership skills are important for every organization, and how leaders can be developed.

## **Planning for the Business Owner – Protecting the Family’s Jewel**

For many business owners, their business is their most valuable asset. However, many do not have MBAs or formal education in business. Many owners are looking for practical advice. Should they expand or contract their business? How do they realize the value of their business? How does their business fit into their overall personal plan? These and other questions will be addressed in this session.

## **Raising Capital for a Private Company – Getting the Fuel to Propel a Company**

Many private companies need to raise capital. Some may raise money from family and friends, some from “angel investors,” and some from venture capital funds. This session will provide an excellent overview of the legal, financial, and practical issues that arise when capital is raised from investors. It will address issues from both viewpoints: the company’s and the investors.’ The speaker, who manages a venture capital fund, will explain a number of the pitfalls.

## **Starting a New Business – Getting Off On the Right Foot**

With so many people being laid off, and new jobs are hard to find, many people are starting their own businesses. Unfortunately many, if not most, will ultimately fail for a variety of reasons. This session will highlight numerous pitfalls that new business owners often make. The speaker, who manages a venture capital fund, will offer many suggestions and tips to help get a new business off to a good start.

## **Structuring Business Deals – There’s More than One Way to Skin a Cat!**

Many people negotiating and structuring business deals focus on the upside. Savvy people focus on the downside as well. They also focus not just on getting into the deal, but also on how they can get out of or exit the deal. This session will highlight the key issues that should be addressed.

## **The Three Keys to a Successful Business – The Critical Elements**

G.E.'s former 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 these three elements effectively, you can have a successful business. This session will explore 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.

## **Turning a Business Around - Like a Baby, It Ain't Gonna Change Itself!**

Many businesses are in trouble to some degree. This session will focus on the action that needs to be taken to improve a business and the obstacles that must be overcome. This session will focus on a five step plan and explore each step in the process. The first step is to make an honest assessment of the current condition and trends. This session will highlight the options a company has. The focus will be on practical action, not theory.