

WHAT MATTERS IN BUSINESS

Gain the **most competitive** position in
less time and with **fewer resources**



Did you know that 90% of current businesses, irrespective of size, are performing well **below their optimum** potential?

Underperforming businesses have an unbalanced focus on uncompetitive products and services leading to increased exertion and stress for their senior executives and owners. This in turn makes it incredibly difficult to regain market share and increase profitability to where it should be.

If you can see your own company stuck in this cycle, you need to discover the power of **WHAT MATTERS** in Business.

LEARNING OUTCOMES

The key challenge facing all business leaders is choosing the sequence of activities which will help them gain a competitive advantage in less time and with fewer resources.

WHAT MATTERS In Business delivers the knowledge, solutions and proven steps required to return your business to the top.

www.danfloros.com

WHAT MATTERS FOR CLIENTS

"Dan, The **WHAT MATTERS** In Business mentoring paired with the Sales and Personal Mastery Programs that you delivered to my 30 managers, really made a difference. Strategically we were able look at both my businesses for what they really were, not as I believed them to be at the time. The cost savings following the overhaul allowed me to further expand into more lucrative ventures.

I want to sincerely thank you for not only providing me with a comprehensive strategic blueprint for my businesses, but also for giving me clarity in my private life – even with personal issues of which you are very aware. For this I am eternally grateful."

Sam McGuid, Alpha Tax

Dan Floros
 **INTERNATIONAL**
Clarity • Focus • Simplicity

Day 1: How Competitive Are You REALLY?

- Learn what makes a good strategy and assess whether you currently have one
- Evaluate your organisation's current strategic position
- Understand the internal and external 'fit' of your organisation – i.e. is it correctly configured to compete in the marketplace through the delivery of highly desired products and services?
- Discover how to capture market share and add value in your market
- Implement continuous innovation
- Learn the 7 elements of strategic alignment, and what they mean for your business
- Improve your vision and value statements to attract top employees AND top customers
- Learn to fit your organisational structure to your strategy
- Discover the importance of business plans and the most efficient way to create yours
- Discover your unique and sustainable competitive advantage
- Understand the importance of leadership
- Discover a remedy for declining sales
- Identify synergies and potential diversification strategies
- Learn strategies to attract corporate business (optional)
- Mergers and acquisitions – how to get it right
- Going International? Learn the fundamentals and avoid the pitfalls (optional)

Day 2: Utilising Strengths: Aligning Capabilities with Strategy

- Learn how to accurately assess your resources and capabilities
- Strengthen the link between your strategy and capabilities
- Discover the 7 key steps to champion selling
- Learn how to retain and develop top performers
- Learn how to develop and retain valuable clients

Day 3: Managerial Systems – Who is REALLY in Control?

- Strengthen the link between strategy and management control
- Understand performance management and systems
- Learn how to manage your people effectively
- Discover how to build a consistent and productive culture
- Identify the main drivers of your business
- Understand cash flow, corporate finance, and investing profits

Day 4: Managing Growth and Change

- Grasp the fundamentals of change and growth
- Understand how change occurs
- Learn how to maintain quality and consistency in periods of fast growth
- Develop a learning organisation

INFORMATION SESSIONS

Dan Floros International offers four **free information** sessions on his popular mentoring programs every year. Enrolments are accepted on these evenings, and frequently, all four mentoring programs are filled at these events.

Information sessions take just 45 minutes, and include a free diagnostic assessment of your situation and recommended next steps as well as a specific e-book with information on the topic you need most.

See www.danfloros.com/upcomingevents to see the next date, and register your place. Note that places are limited, so book soon to avoid disappointment.