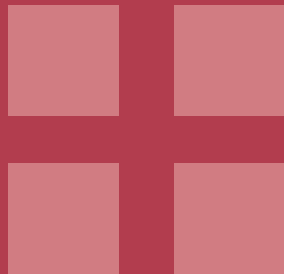


WHAT MATTERS IN ENTREPRENEURSHIP

Launch your enterprise **correctly**,
and soar to success **quickly!**



Did you know **95%** of start-ups will **not** make it to their **fifth year**? The two fundamental issues that cause this attrition are an inability to generate enough sales, and an inability to limit outgoings.

Many entrepreneurs are courageous and inventive, however, many also lack the essential skills and strategies to accurately forecast and measure the demand for their products in their chosen market. This can result in a focus on uncompetitive offerings, which could lead to increased exertion and stress, and eventually business failure. To launch correctly, you must establish both strong branding **and** steady sales momentum to survive and prosper.

If you see some of these important skills lacking in yourself you need to discover the power of **WHAT MATTERS** in Entrepreneurship.

LEARNING OUTCOMES

The **WHAT MATTERS** In Entrepreneurship mentoring program shows you the key strategies and proven steps which will enable you to launch and manage your enterprise successfully.

www.danfloros.com

WHAT MATTERS FOR CLIENTS

"I want to say thank you for being my mentor. Since I started the program with you, both my business and personal goals have become much clearer. This clarity has allowed me to focus on the most important actions (and to ignore the distractions) to for real achievement.

I appreciate your inclusion of my children in our program, making the experience more meaningful and giving perspective to the importance of success in business and wealth accumulation.

I am grateful for the time you spend with me. I am also appreciative of the resources you share with me. They are invaluable tools, giving greater clarity to goals and actions."

Angelica Mistica,
Director, AC Corp Pty Ltd

Dan Floros
INTERNATIONAL
Clarity • Focus • Simplicity

Day 1: Strategic Direction: Where To Compete

- Learn what constitutes a solid strategy
- Understand how to build a competitive business that operates smoothly
- Determine your organisation's strategic positioning
- Understand how to continually capture market share and add value in your market
- Implement continuous innovation in your organisation
- Discover the 7 elements of strategic alignment
- Strengthen your vision and value statements
- Determine the correct marketing strategy for your organisation
- Understand the power of business plans, and the most efficient and flexible way to create yours
- Identify your unique and sustainable advantage
- Recognise and connect with your own leadership style

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
- Understand 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 the best way 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.