

Mike K. CEO, technology service company

Implement Comprehensive
Professional Management and
Leadership Best Practices in Just Weeks

For Small and Medium Size Businesses



Seminars

Training Products

Implementation



How to Move From Entrepreneurship to Professional Management Best Practices

This seminar is for CEOs and senior managers at companies between \$1MM and \$50MM (SMBs) who are hitting plateaus and want to get to that next level. It reviews in detail ALL the management systems and procedures you need to scale a business and reach significant size.

Almost anyone can run a business with seven to ten people. After that the management skills are not as easy to learn on the job. You must draw from 75 years of management art and science and many management gurus or reinvent the wheel.

We have been assembling all the best ideas and practices since 1989 and AirTight Management is the result.

CUT YEARS OFF YOUR COMPANY'S LEARNING CURVE

Day 1 Agenda

8:30 am 9:00 am

9:30 am

10:00 am 10:00 am

11:00 am

12:00 pm

1:00 pm 2:00 pm

2:34 pm

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3:00 pm

4:00 pm

5:00 pm

6:00 pm

Registration

AirTight Management Foundational Concepts and Models

The Corporate Vision - The 11 Requirements and Why Visions Work

Break

The Six Systems Overview - Shifting Management Style and Focus - Why and When

1. Strategic Planning Process - The Three Steps to a Complete Plan

Lunch

Positioning & Competitive Landscape Mapping

Innovation and Risk Mapping

Break

- Management By Objective System Focus, Congruence and Synergy
- Dashboards and Business Intelligence Measure to Improve and Project Workshop on Tools and Q & A
- 4. Strategic Budgeting Empowering Managers and Projecting Accurately

Final Q & A and Closing

I was skeptical regarding the value I might get from attending. I went, and was extremely happy with the higher-level strategy information and its application to my business. Following my "2nd" time attending, I became a coaching client too. I gained insights, perspectives and a ton of value. I recommend it HIGHLY and with confidence."

Craig Brenner, CEO, NEDS

You Only Need Six Systems to Grow Any Business to over \$100 million in Sales



YOU CAN REINVENT THE WHEEL OR LEARN FROM THE TOP MANAGEMENT GURUS OF OUR TIME

Day 2 Agenda

Registration

5. Processes - Optimizing and Capturing Institutional Knowledge and Value

6. Human Capital Acquisition and Development (HCAD)

10:15 am Break

10:30 am Management Team Development, - Skills Set Matrix and Personalities

The Employee Development Ladder

12:00 am Lunch

8:15 am

8:30 am

9:30 am

11:00 am

1:00 pm

3:00 pm

4:00 pm

6:00 pm

Transitioning from Management to Leadership and Steering Culture Advance

Leadership Principles

Break

2:00 pm Attendees Option: Product Development Magic or Branding

Implementation Challenges - Developing Your Plan - The 3 Options

Workshop

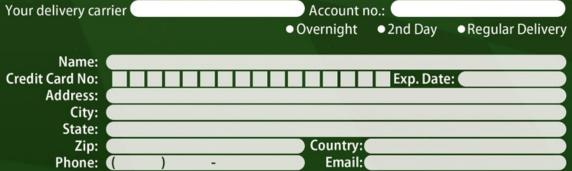
Final Q & A and Closing

"What I like the most about the Boot Camp is that it is real. There is no fluff. One example is using Competitive Landscape Maps. You explain the purpose and process of using the tool and then you apply it, and people learn real things about their businesses."

Paul T., CEO, iFive Alliances







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