

"If I had
these systems
year ago I would
be many millions of
dollars richer today".

Mike K. CEO,
technology
service company

Implement Comprehensive Professional Management and Leadership Best Practices in Just Weeks

For Small and Medium Size Businesses



AIRTIGHT MANAGEMENT

Six Systems for Strategic and Operational Excellence

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AIRTIGHT MANAGEMENT

Six Systems for Strategic and Operational Excellence

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	Registration
9:00 am	AirTight Management Foundational Concepts and Models
9:30 am	The Corporate Vision - The 11 Requirements and Why Visions Work
10:00 am	Break
10:00 am	The Six Systems Overview - Shifting Management Style and Focus - Why and When
11:00 am	1. Strategic Planning Process - The Three Steps to a Complete Plan
12:00 pm	Lunch
1:00 pm	Positioning & Competitive Landscape Mapping
2:00 pm	Innovation and Risk Mapping
2:34 pm	Break
3:00 pm	2. Management By Objective System - Focus, Congruence and Synergy
4:00 pm	3. Dashboards and Business Intelligence - Measure to Improve and Project Workshop on Tools and Q & A
5:00 pm	4. Strategic Budgeting - Empowering Managers and Projecting Accurately
6:00 pm	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

Boston 🏰 Atlanta 🏰 Dallas 🏰 Seattle 🏰 San Francisco 🏰 Colorado
Orlando 🏰 Chicago 🏰 New York

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

8:15 am	Registration
8:30 am	5. Processes - Optimizing and Capturing Institutional Knowledge and Value
9:30 am	6. Human Capital Acquisition and Development (HCAD)
10:15 am	Break
10:30 am	Management Team Development, - Skills Set Matrix and Personalities
11:00 am	The Employee Development Ladder
12:00 am	Lunch
1:00 pm	Transitioning from Management to Leadership and Steering Culture Advance Leadership Principles
	Break
2:00 pm	Attendees Option: Product Development Magic or Branding
3:00 pm	Implementation Challenges - Developing Your Plan - The 3 Options
4:00 pm	Workshop
6:00 pm	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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