

"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. I gained insights, perspectives and a ton of value. I recommend it highly and with confidence."

Craig Brenner,
CEO, NEDS

Practical Advanced Entrepreneurship Training for CEOs and Senior Managers at Early-Stage Companies.

Developed and Delivered by a 20-Year CEO



The Only Seminars Available Today That Teach a Complete Management System and Best Practices to Design, Launch and Grow a Business Rapidly

Developed and Delivered by an Experienced CEO
for ANY Entrepreneur or C-Level Executive at
ANY Small to Medium-Sized Business

"It is the tragedy of the world that no one knows what he doesn't know."

Joyce Cary,
Author

Are you a founding CEO/President or were you appointed CEO at your company in the last few years? Congratulations!

You got this far using your intelligence, hard work and entrepreneurial talents developed in the "school of hard knocks." And as I did, you fully expect these same skills that led to your past successes will carry you through this incredible new challenge. Take it from a successful four-time CEO who learned the hard way – *they won't!!*

The CEO and/or President role is unlike any other role in a company. The demands on you are great and the risks that you and your company face are daunting. Every decision you make (and don't make) has enormous impact on your business and the people in it. Any one misstep could set you and your company back months or years and damage your growth plans, possibly permanently. Not to mention your own career.

On top of all of these risks is an even greater one: the CEO role must change *dramatically* as the company grows.

What stage is your company? Did you know that the leadership skills critical to the success of an early-stage company can *kill* a growth-stage company? Is your current approach the right one for the stage you are in?

STAGE 1

Raw Start-up

- Idea Stage
- Still in the garage
- Designing the business
- No employees
- No revenue
- Developing the business plan

STAGE 2

Early Revenue

- Out of the garage
- Executing on business plan
- Doing product development
- Looking for funding
- Possibly some sales
- Hiring employees

STAGE 3

Established

- Revenue of \$500,000-\$5 million
- 20+ employees
- Have a proven business model in terms of economics, value proposition and target market(s)
- Optimizing the business and getting ready to scale

STAGE 4

Growth Expansion

- Revenue of \$3+ million
- > 50 employees and a complete management team
- Ready to scale the business
- May be seeking expansion capital
- Large market opportunity

Are you ready to lead your company at the early stage and through the stages of successful growth? Your investors and employees are relying on your leadership. Do you know what you *don't* know?

- Do you have the right vision?
- Are you certain that your strategy is sound?
- Do you fully understand the competitive landscape?
- Is your product development plan cost effective and realistic?
- Do you fear at times that you or your team are drinking your own "Kool-Aid"?
- Are you concerned about your ability to manage the Sales team to stated targets? Are these targets realistic?
- Is your team the right team? Are you positioning them to be successful? Are you using the right mechanisms to hold them accountable?
- How do you uncover problems in your team quickly? Before it is too late and the damage is hard to unwind.
- Are your financial projections realistic? What do different investor types look for (angel vs. VC)?
- Do you need to raise additional capital? What is the best approach? - How can you minimize the months of time and energy this requires and get the right investors involved in your company?

"It's lonely at the top." As you now sit in the chair of the CEO now, I expect these words have taken on a new meaning.

You know that you will make mistakes along the way... What if you had a set of systems, methodologies and tools which minimized these? There are some things out of our control in business - let me help you with the things you can control.

If you are a Stage 1, 2 or 3 company, come learn the systems and methods that will lower the risk and maximize the success of your business at the CEO & Entrepreneur Boot Camp!

Boston 🌳 Atlanta 🌳 Dallas 🌳 Seattle 🌳 San Francisco 🌳 Denver
Orlando 🌳 Chicago 🌳 New York

"The boot camp gave me all the information I needed to fill in the blanks as I develop my new company. Even though I sold a large Inc. 500 company before, the CEO Boot Camp gave me the models I needed to just drop things into place and greatly improve and speed up my business development process."

**Susan Chandler –
Duquette
CEO DEI
Business
Consulting**

What This Program Gives You and Your Business:

1. Accelerate your business and learn to avoid the 12 common traps that kill or limit business growth every day.
2. Apply the collective wisdom of hundreds of top experts in one integrated system with best practices garnered from more than 1,000 business texts.
3. Get a step-by-step system you can use every day for managing your team and goals, measuring results, improving accountability and optimizing employee effectiveness.
4. Learn to prolong the advantages of entrepreneurship as your business grows larger.
5. Get a complete framework for managing every major area of your business, including sales, marketing, product development, operations and finance — one that will improve results, reduce risk and get the most out of your entire staff.

We guarantee this event will improve your business in ways that you cannot imagine. See our 100 percent money-back guarantee at www.CLevelBootCamp.com.

ADVANCED ENTREPRENEURSHIP FOR EARLY-STAGE COMPANIES

CEO & Entrepreneurship Boot Camp

STAGE 1 Raw Start-up STAGE 2 Early Revenue STAGE 3 Established

Day 1 Agenda

Theme:
Focus:

**Business Design and Planning
Market and Product**

**Needed to get to: 0 to 7 Employees
Approximate sales: None**

| | |
|---------|---|
| 8 am | Registration |
| 8:30 am | Introductions, Key Definitions, Concepts and Goals |
| 9 am | The 11 Requirements of a Vision and Why Visions Work |
| 10 am | Market Research for 100 percent Successful Market Entry |
| 11 am | Strategic Positioning and Competitive Landscape Maps |
| LUNCH | |
| 1 pm | Skill-Set Matrix – Building a Team for Rapid Growth |
| 2 pm | Product and Service Development at Light Speed |
| 3 pm | Innovation and Risk Landscape Mapping |
| 4 pm | Branding – Leveraging 10 Million Years of Evolution |
| 5 pm | Entrepreneurial and Intrapreneurial Marketing |
| 6 pm | Final Q & A and Closing |

Day 2 Agenda

**Growing Your New Business
Sales Traction and Managing Growth**

**Needed to get to: 5 to 50 Employees
Approximate sales: First customer to \$1M**

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|--|
| Introduction |
| Projections, Finance and the Financial Plan |
| Sales Management |
| Managing Growth and Breaking through Invisible Barriers |
| Moving from Management to Leadership |
| Defining and Controlling Your Corporate Culture |
| Employee Development and Institutionalized Learning |
| Overview of the 6 Management Systems Needed For Scale and Growth |
| Design a Business Workshop |
| Final Q & A and Closing |

Agenda and times are always subject to change by event.


CEO & Entrepreneur Boot Camp \$2,295 for 2-day program; \$1,495 for each additional team member

Register at www.CLevelBootCamp.com or call (617) 571-7591 to register or for more information.

Can't make these Seminar dates? Purchase the DVDs online at www.CLevelBootCamp.com/SeminarDVD.htm.

Event registration can be completed at www.CLevelBootCamp.com or call (617) 571-7591 9 am to 9 pm ET to register by phone. These programs can be sponsored by universities, SBDCs and incubators to be delivered at your own corporate facility.

Call (617) 571-7591 for group registration and all information regarding on-site team trainings.



Complete Advanced Entrepreneurship Training for CEOs and Senior Executives at Early-Stage Companies

Developed and Delivered by a CEO Who Has Built Two \$100 Million Companies

I used Bob Norton as a CEO coach after taking the CEO Boot Camp. Bob is one of the only people nationally I found who has actually "been there and done that," growing multiple companies to over \$100 million in sales. Working with Bob and his systems over just six weeks has moved our company to a whole new level of professionalism and will allow us to continue our rapid growth and succeed at a whole new level.

Dave Lindahl, CEO



14 Nash Street
Westborough, MA 01581

Only a Few Events per Year with Limited Seating Available