

Score Business Workshop Course Details

Please see the [Workshop Calendar](#) for Dates & Times

Course Title	Typical Length
7 Issues for Sustaining & Growing Your Business in a Tough Economy	3 ½ hours

Short Description	Typically Recommended For		
	Planning & Evaluation	Inception & Start Up	Operating Businesses
For those considering starting a business or for those already in business this workshop (with small group collaboration) will explore 7 key business focuses that could help a business survive and even thrive in a bad economy.	yes	yes	yes

Detailed Course Description

Assuming that your business idea or business is feasible and that you have the experience and background to make your idea flourish and that there are not too many companies in this line of business and that there is a demand for your product or service, this workshop is for YOU.

This is an interactive workshop. Learn about the Seven (7) Steps For Sustaining & Growing Your Business in a Tough Economy:

Step 1: Customer-centric thinking

You MUST think like a customer to survive. Learn how.

Step 2: Competitive Analysis

Why it matters what the competition is doing and how to make that knowledge work for you

Step 3: Value Proposition Development/Use

Learn how to quickly tell someone what you do for customers and why it is valuable

Step 4: Cash Flow is King

A cash flow focus is both a state of mind and a key to business management.

Step 5: The Planning Process

If you don't have a plan, how do you know what you want to do?

Step 6: Advisory Boards Collaboration

In the counsel of many, there is wisdom.

Step 7: Web Presence

The power of digital media and how to make it work for you.



Instructor Information

Griff Lindell, C.B.C. (Certified Business Communicator)

For more than 25 years, Griff has managed various sales, marketing and strategy functions to established, reorganizing and emerging companies that have included a mix of the Fortune 500 companies and start-ups in industries such as publishing, high-speed motion analysis, civil engineering, manufacturing, service providers and consulting firms. As a consummate learner and teacher, Griff has taught sales and marketing courses and authored articles on sales, marketing, management and leadership.