



Business Growth Strategies

June 4-6th Northbrook IL

Day 1 - June 4, 2019

8:00am – Introductions

8:30am-12:30pm – **Leading Change in Disruptive Times** (*Dirk Beveridge, UnleashWD*)

We are living in disruptive times. In fact, 76% of business leaders surveyed believe we are living in an environment we could call the age of disruption. Leaders are challenged by the constant pressures that come at them from all directions. The pressures could be competitive from the marketplace, or come as a result of new government regulations, shifting demographics, the accelerating pace of technology, and more. Navigating these big shifts to create a sustainable and relevant business has become the new mandate.

Today's transformative leaders will seize the moment by making sense of the disruptive forces and crafting a narrative and strategies that unite their organization around the why, how, and what of change. In this keynote presentation, Dirk will outline the new rules, models, and tools leaders must adopt in disruptive times.

AMONG THE LESSONS SHARED:

- The disruptive wheel of change and what transformative leaders must do to control their organization's destiny.
- Why and how transformative leaders develop a "Peering Into The Future" disposition as they compete for the future.
- How a well crafted vision becomes a unifying force that drives change.
- What transformative leaders do to root out mediocrity and foster a culture of excellence.

AN OPTION TO ADD ON – UNLEASHWD LIFT & SHIFT™ WORKSHOP:

Dirk will lead you through a proven framework that will help you identify your "biggest, baddest, boldest" idea from his keynote to lift and shift this "game changer" into your business. You'll identify your desired end result, the critical importance of your idea, the obstacles to execution, a plan for obliterating those obstacles, and then a specific path for moving forward. You'll return inspired to innovate and create change with momentum and commitment on your side.

12:30pm – 1:15pm – Lunch

1:30pm – 4:00pm – **Market Segmentation & Customer Analytics** (*Jon Adkins, ISSA*)

As a business owner or manager, you know it's critical to address your customers' and prospects' needs to provide ongoing value. But if you don't have a clear picture of who they are, it's particularly difficult

to develop products and services to meet their needs. That's where data-driven customer segmentation (aka market segmentation) comes into play.

During this session, we will review the basics of customer segmentation, including setup, data collection, customer analytics, and the development of customer personas you can use to identify top customers and prospects in new or adjacent markets. From there, we will work on an interactive exercise in which you and your peers will begin to create a segmentation plan that you can take back to your business for additional development and implementation.

4:00pm – Q&A if time

Day 2 - June 5, 2019

8:00 am – Q&A, Recap of previous day

8:30am – 12:30pm – Marketing and Social Media (*Jeff Cross, ISSA*)

5 Proven Tactics to Booking More Jobs

Join Jeff Cross, the editorial director of ISSA Media, as we collectively dive into how to use strategic marketing tactics to increase market share in the cleaning industry and — of course — increase profits. We will discuss, deliberate, and enjoy some friendly debates on business building ideas and concepts to help you — as a business owner and entrepreneur — to analyze your company and see where you can enhance your operation. From how to hire better workers to trends in the marketplace to how to better build and improve your brand, this session will keep you on the edge of your seat.

DEATHMATCH - How to survive the carnage of the social media battlefield.

It is survival of the fittest. The conqueror is the one who can identify, analyze and then strike with power, dexterity and finesse. No, we aren't describing the latest action movie straight from Hollywood. Rather, it's the attitude, perspective and approach that cleaning and restoration companies must embrace today. Only the strongest will thrive and they will do it by surviving the carnage of the social media battlefield. In this fast-paced presentation by Jeff Cross, editorial director of ISSA Media, get ready to learn how to sharpen your online skills to maximize your marketing campaigns.

12:30pm – 1:15pm – Lunch

1:15pm – 1:30pm – introduce the process for the afternoon

1:30pm – 4pm – Leveraging Standards and Best Practices to Drive Your Business (Mark Warner, ISSA)

- Learn about industry standards that are acknowledged and used throughout the world. Use it as a comparison to your own.
- Learn about frequency assignments related to daily/routine tasks, interim tasks and restorative tasks, and how improving frequencies on interim tasks can reduce the frequency (and cost) related to restorative tasks.

- Learn about Best Practices vs Accepted Practices. Accepted Practices are used the world over and result in effective cleaning. On the other hand, Best Practices are the peer-reviewed and acknowledged sequence of steps that are considered to be the most efficient process to being effective.
- Learn how mastering all these things can have a direct effect on the success (or failure) of a businesses or a cleaning department.

Day 3 - June 6, 2019

8:00 am – Taking time to tie together the past two days with business analytics

8:30 – 12:00 – **Take the Lead With Analytics** (*Randy MacLean, WayPoint Analytics*)

To take the lead in the profit performance of your business, you need detailed analysis. Reducing cost drag while boosting profit velocity is the very definition of efficiency—the key to maximizing earnings.

Learn how to...

1. Work on the unseen profit opportunities that already exist in your business.
2. Focus resources and priorities into areas where most money is made
3. Measure and improve operational efficiency
4. Identify and address profit leaks
5. Segment customers by profit value to drive pricing and customer service priorities
6. Make more money without needing to have more sales.
7. Identify profit-driving accounts and activities for more focus, and eliminate hidden money-losers
8. Determine how much profit is returned for each dollar spent on operations or sales pay.
9. Get top strategies and expert tactics to quickly and sustainably maximize cash flow and profits.

Why This Matters

The secret to superior profit rates isn't getting all the customers—it's getting the majority of the most profitable ones. Your business is making more money than you know, but you're losing it on hidden costs.

12:00 pm - Workshop concludes