

## **SESSION 1 - September 24, 2022**

- Introductory preparation
- Corporate Strategy / SWOT analysis
- Beginning with the end in mind

## **SESSION 2 - October 8, 2022**

- Paul Chaffee and Cindy Chaffee - "Mission/Vision"
- Strategic Business Units (SBU)
- Intro to Traction/EOS

## **SESSION 3 - October 22, 2022**

- Elizabeth Irwin, Irwin & Associates, CPA - "SBU Performance Analysis"
- Generic competitive strategies

## **SESSION 4 - November 5, 2022**

- John Milos, ex-CEO, Stylin' Concepts - "Three Things to Grow a Business Rapidly and Very Profitably"

## **SESSION 5 - November 19, 2022**

- Comparative competitive strategies
- Strategies to improve competitive positioning and SBU strategic plans
- Guest Speaker - "Your Business's Online Presence and Online Sales"

## **SESSION 6 - December 17, 2022**

- Winning at the point of sale, sales forecasts
- Hal Becker - Sales & Customer Service
- Paul Chaffee - "Net Promoter Scores" (NPS)

## **SESSION 7 - January 7, 2023**

- Leadership development and boards
- Deep Dive into Traction and EOS

## **SESSION 8 - January 21, 2023**

- Human Resources function
- Key manager selection
- Paul Chaffee - "The Gallup 12"
- Systems performance & Measurement Controls

## **SESSION 9 - February 4, 2023**

- Guest Presenter - Personal Finance, Planning for Success
- Strategic financial performance & financial planning
- Guest Presenter - "Doing Business with the Bank"

## **SESSION 10 - February 11, 2023**

- Putting the plan together
- Jim Aussem, Esq., Partner, Cavitch, Familio & Durkin Co., LPA - "Succession Options"
- Personal financial planning for success
- Building value in your company
- Ownership/leadership succession
- Graduation