

## **Beyond Execution – How Great Strategy and Superior Business Models Dramatically Scale Your Business**

### **How to Make Your Competition Irrelevant**

You have become masters of execution; now what? Your company's growth has stagnated. Things are not quite as fun as they have been or could be. You know there is more in the tank. You want to be consistently generating in excess of 20% revenue growth with a 2X NOI and 3X cash as compared to your competitors. You want to create a company that "puts a dent in the universe" and has an enterprise value at least 3X greater than your competition. What's the fuel that will take you where you want to go?

You need to focus on creating market dominating strategy and designing superior business models.

The inability to develop unique strategy and outstanding business models is why only 0.4% of the 28 million firms in the United States ever make it to \$10MM and only 17,000 companies have grown beyond \$50MM.

The purpose of the presentation is to demonstrate to Owners and their leadership teams how to develop market dominating strategy and superior business models to ensure you are in the 0.4%.

### **Who should attend and what you will takeaway?**

Owners, CEO's and their leadership teams should attend to learn how to create market dominating strategy and outstanding business models. Tangible takeaways:

- Tools and processes to systematically design and test value propositions and produce results
- Innovate rapidly and efficiently
- Pinpoint how you are going to create greater value for your customer
- Develop superior Business Models
- Develop a culture of constant improvement
- Create products /services that generate greater value for your clients
- Work only with customers that "fit" your strategy and business model

### **What makes this presentation unique?**

To the degree that these tools are put to work by you and your leadership teams it will structure your thinking, make your ideas more tangible, and help you communicate company-wide for successful deployment.



### **Guest Speaker:**

#### **Paul Cronin**

Business Advisor | Gazelles International Coach | EOS Implementer | Exit Strategy and Succession Planner

**Presentation: 8:30 am – Noon**

**Lunch: Noon – 1:00 pm**  
*(optional)*

**Midland Hills Country Club**

**2001 Fulham**

**St. Paul, MN 55113**

**RSVP to:**

**[lisa@mnexecutivegroup.com](mailto:lisa@mnexecutivegroup.com)**

**or call 763-477-5599**

## **About Paul Cronin...**

Paul Cronin is managing partner with Cornerstone3 Inc., a leader in strategy, business model development, strategic execution, exit strategy planning, and succession planning. He specializes in working with owners and their leadership teams to create, grow and preserve wealth. Cronin is a turnaround expert spending 6-years as a partner with Platinum Group where he successfully led the transition and succession of 4 organizations. He has been CEO or president of 5 closely-held companies in the past 24-years. He started Cornerstone3 Inc., in December 2008 to help entrepreneurs develop market dominating strategy, powerful business models, and a culture of execution and accountability. Paul graduated from Boston College with a B.S. in accounting. He is a Gazelles International coach implementing the Rockefeller Habits by Verne Harnish and an accredited EOS Implementer through EOS Worldwide. Paul is also an accredited exit strategy planner through Pinnacle Equity Solutions.