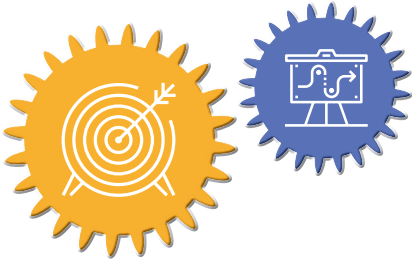




# 2021 Business Academy Workshops

## MARKET BUSTING WORKSHOP SERIES



As an Executive Group Member you are welcome and encouraged to attend these workshops with your key staff people. These workout sessions are designed to both teach your team the classic components of designing an unbeatable customer experience strategy and give you the time to build it. These sessions will be fast paced and highly focused. No frills, very little philosophy; just lots of roll-up-your-sleeves and get the strategy on paper.

I created these workshops because I saw our members struggling to implement the market-leading ideas we generate together. I believe a big part of the time the problem lies with our hectic schedules and lack of clear step-by-step process. These sessions are pre-scheduled and the process is clearly defined.

### SESSION 1

**DETERMINING YOUR VALUE CHAIN** is focused on creating or transforming your customer's experience to make you the only/best choice. Through a process that puts you in control of what your customer is feeling about you and your offering, we help you determine your ability to dominate each market you choose to enter. We'll explore specific methods to dramatically improve positives, infuse your offering with empathy and eliminate complexity from your daily activities.

### SESSION 2

**CREATING YOUR NEW VALUE CHAIN** takes your findings from the first session and puts them through a process to see if you can change your offering in a way that changes the game entirely. Whether it is radically changing your unit of value, streamlining your delivery, or even building a culture of customer experience, you and your team will be given the thinking tools you need to ask a different question and get a different answer about how to compete.

### SESSION 3

**FLAWLESS EXECUTION** will take your initiatives from the first two sessions and develop a "doable" execution plan. We will help your team identify exactly what you need to do to successfully make your vision a reality while teaching them a reproducible execution process. We will be aligning the activities of leaders, managers, vendors and employees into a comprehensive plan that moves your entire company toward your vision of enduring success.

April 20

May 18

June 15

**Midland Hills Country Club**

2001 Fulham St., Roseville MN 55113

**8:00 am – 12:00 noon**

Breakfast included



6810 Greenfield Road • Loretto, MN 55357

**763.477.5599**

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