

Attend this one-day executive seminar...

"Grow your business by adopting a definitive set of fundamental habits—the same habits J.D. Rockefeller used to dominate both his industry and era.

Verne is the guru of fast-growth companies! Tom Peters

Go for Growth

Four Key Decisions to Drive Growth

- > Multiply cash flow and profits
- > Drive your company to the next level
- > Catapult your organisation ahead of competition

Six Top Reasons to Sign Up:

1. Lead the charge on high payoff initiatives
2. Keep everyone in your organisation aligned and accountable
3. Create customer loyalty that makes price irrelevant
4. Fuel growth with smart cashflow management
5. Know what's working in today's mega growth businesses
6. Build real market value and serious stakeholder wealth

This outstanding one-day seminar is designed for entrepreneurs, business owners and teams led by: CEOs and Managing Directors, COOs and CFOs and Division and Profit Centre Heads

Presented by **Verne Harnish**, named one of the Top Ten Minds in Small Business by *Fortune Magazine*

Melbourne: 14 September 2010

Brisbane: 15 September 2010

Sydney: 16 September 2010

Alliance Partners:



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Organised by:



Hesitant to spend one day off-site when growth demands your focus, 24/7?
See why Go for Growth has an ROI you cannot afford to miss!

To register www.businessconnect.com.au Seminar Hotline 1300 721 778

Fundamentals that drive sustainable growth...



“The undisputed expert in helping entrepreneurs, I had him address the firm I merged with AOL; he was the first speaker we invited when we launched what has become AOL University; and now he brings his powerful ideas to you.”

Ted Leonsis, Vice Chair of AOL;
Owner of Washington Capitals

About Verne Harnish the “THE GROWTH GUY”

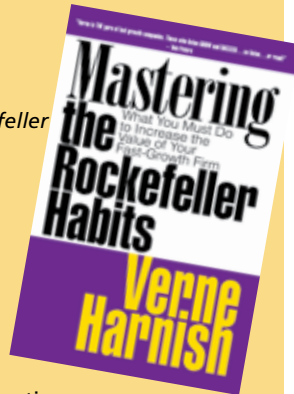
Verne Harnish, “Growth Guy” syndicated columnist, author of *Mastering the Rockefeller Habits: What You Must Do to Increase the Value of Your Fast Growth Firm*.

Verne is founder of the world-renowned Young Entrepreneurs’ Organisation (YEO) and chair’s YEO’s premiere CEO program, the Birthing of Giants, and WEO’s Advanced Business program, both held at MIT. Founder and CEO of Gazelles, Inc., Verne has spent the past 24 years educating entrepreneurs.

The “Growth Guy”, Verne is a contributing editor and frequent writer for *Fortune Small Business* magazine and co-chaired FSB’s four regional *Go for Growth* conferences in 2004.

He was named one of the Top Ten Minds in Small Business by *Fortune Small Business* and appeared on the cover of their December/January 2002 issue. He’s the author of *Mastering the Rockefeller Habits* which is endorsed by over 100 CEOs of mid-size companies and is published in Chinese, Japanese, Korean and Spanish.

Verne chairs Malaysia’s *Making of Asian Giants* executive program; is launching similar programs for Central America and Europe; and led the first delegation of young entrepreneurs to mainland China.



“I attended a one day with Verne. It was sensational. I understood a better way to track my business & run it more effectively by the end of the day. A definite must-attend for business owners & managers.”

John McGrath, Chief Executive,
McGrath Partners

Focus Your Business for Growth

Most firms think they have a viable strategy, but don’t. There are five critical decisions anchoring an effective strategy for dominating your industry which revolve around Verne’s famous one-page strategic planning document.

Move the Needle to Achieve:

- 2X current cash flow
- 3X industry-average profitability
- 10X today’s market valuation – the key to cashing out at top dollar

At the same time, you’ll reclaim literally hundreds of hours annually to focus on the ideas and initiatives that inspire you.

Great as it is, growth can feel like a force that slams you against concrete. As you ramp up to keep pace with increasing customer demands, you add people, implement systems and talk strategy in terms that no longer fit on the back of a napkin. You watch revenue rise ... while profits sometimes shrink or even plummet. Your start-up spark fizzles.

Get back on track with *Go for Growth*, a one-day seminar packed with actionable ideas guaranteed to make your company grow. Backed by nearly three decades of experience working with growing firms—from start-up through mid-stage and on to IPO—Verne Harnish has sifted through all the theory and distilled a fundamental set of principles into strategies you can use immediately.

Take your company further in a single week than you have in an entire year.

How do you inject discipline into a fast-growth environment without killing the entrepreneurial spirit? It’s less complicated than you might think. Adopt a few simple practices and stick with them over and over ... and over.

“Growth Guy” Verne Harnish knows how to teach these tools to executives like you who have no patience for anything they can’t put into action right now. In fact, he has presented to more than 20,000 growth-hungry leaders.

For more information on Verne Harnish, go to www.gazelles.com.

If growth is your priority, then you cannot afford to miss this event. **BOOK NOW!**

Takeaways you can use NOW!

Seminar Outline

08:30 – 12:30 Strategy

The morning concentrates on people and strategy, organised around the highly regarded One-Page Strategic Plan document.

Verne Harnish will cover the following topics:

- **Cash Model**
How to double your operating cash flow in 12 months.
- **Market Intelligence**
How leading firms learn faster to remain ahead of their competitors and drive priority setting.
- **People**
How to select and hire A players and then avoid demotivating them.
- **Core Ideology**
Bringing your core values and core purpose alive to energise your employees and simplify your human resource systems.
- **BHAG (Big Hairy Audacious Goal)**
Aligning it with your business fundamentals.
- **Brand Promise**
The key strategic decision that differentiates you from competitors i.e. *if you can't state your strategy in a sentence, you don't get it!*
- **X-Factor**
The 10–30 times advantage over competitors that helps you dominate your industry and block competitive response.
- **Annual and Quarterly Focus**
The most critical short-term decisions an executive team can make to drive alignment and performance.

13:30 – 17:00 Execution

The afternoon centres on execution, organised around the highly regarded one-page Rockefeller Habits checklist.

Verne Harnish will cover the following topics:

- **Rockefeller Habits Checklist**
Ten essential habits that reduce the executive time needed to manage the business from 50 hours/week to less than 15 hours.
- **Meeting Rhythm**
The daily, weekly, monthly, quarterly and annual meeting rhythm and the specific agendas that make them effective and practical.
- **Metrics**
The three types of metrics that drive the business on a daily and weekly basis.
- **Priorities**
Using daily, weekly and quarterly themes to drive alignment and focus.
- **Organisational Structure**
The three types of organisational charts and how to apply them to keep everyone accountable.
- **Themes**
How to use them to make your priorities memorable and add energy to your organisation.

Gazelles Growth Tools™

- ✓ **Accountabilities Worksheet**
Get the right people doing the right things.
- ✓ **One-Page Strategic Plan**
Every person in your organisation must be on the same page. This is that page.
- ✓ **Rockefeller Habits Checklist**
Even veteran pilots go through a pre-flight checklist prior to take-off. You should too.
- ✓ **Who-What-When Worksheet**
Build a better to-do list and drive tactical priorities.
- ✓ **KPI Worksheet**
Identify the numbers you must watch daily to maintain your growth trajectory.
- ✓ **Critical Numbers Worksheet**
Track short-term, focused, measurable outcomes.
- ✓ **Cash Conversion Cycle Worksheet**
Fuel growth with more cash, faster.

You will receive:

- A copy of Verne's *Mastering the Rockefeller Habits*
- Comprehensive workbook
- Gazelles Growth Tools™
- One-Page Strategic Plan
- Working lunch, morning and afternoon tea

Bring your management team along for a truly interactive seminar and work on the principles of the One-Page Strategic Plan.

Raves from attendees last year

"Brilliant tools, inspiring speaker, great examples."

Michael Gottlieb, Mega Capital

"I've just done Verne's course in Sydney and it was awesome, it was the best training I or my partner had ever done"

Elton Swartz, Executive Director,
WA Business News

"Incredible speaker – simply inspiring."

Louise Honan, High Tech Health

To register go to www.businessconnect.com.au or call 1300 721 778

Registration Form

Please photocopy for multiple bookings. One form per participant.

**4 ways
to register**

ONLINE: www.businessconnect.com.au **TEL:** 1300 721 778
FAX: 1300 723 779 **MAIL:** Business Connect (Australia) Pty Ltd
PO Box 2585, Strawberry Hills NSW 2012 Australia

Please print clearly

Mr/Mrs/Ms/Dr: First Name: Surname:

Position:

Organisation:

Address:

State: P/Code:

Tel: () Fax: ()

Email:

Where did you hear about the seminars?:

Promotional code (if applicable):

My company's main area of activity is:

- Accounting Business Services Engineering/Construction
 IT/Computing Manufacturing Pharmaceuticals
 Telecommunications Transport/Logistics Banking/Financial Services
 Law Media/Publishing Retail
 Trade/Import/Export Travel/Leisure Other _____

The number of people employed in my company:

- 0 – 5 6 – 9 10 – 30 31 – 50
 51 – 100 101 – 500 501 – 1000 1000+

The company has been operating for:

- 0 – 2 years 3 – 5 years 6 – 10 years 10+ years

My company's annual turnover is:

- 0 – \$99,000 \$100,000 – \$499,000 \$500,000 – \$999,999 \$1M – \$4.9M
 \$5M – \$10M \$11M – \$50M \$51M – \$100M \$101M+

Go for Growth Seminar (8.30am – 5.00pm)

Please tick (✓) one:

- Melbourne The Sebel, Albert Park Tuesday 14 September 2010
 Brisbane The Sebel and Citigate Wednesday 15 September 2010
 Sydney Dockside, Cockle Bay Wharf Thursday 16 September 2010

	EARLYBIRD Register and pay before 8 August 2010	Register and pay after 8 August 2010
<input type="checkbox"/> Go for Growth Seminar	\$795 inc GST	\$895 inc GST
<input type="checkbox"/> Business Connect Member / Past Attendee*	\$695 inc GST	\$795 inc GST
<input type="checkbox"/> Alliance Partner Rate	\$695 inc GST	\$795 inc GST
<input type="checkbox"/> Group Registrations (for bookings of 6 or more)	\$650 inc GST	\$750 inc GST

*Fees applicable if you have attended any of Business Connect's events or if you subscribe to Business Connect's e-newsletter (www.businessconnect.com.au).

Payment Details

- Please find enclosed cheque made payable to **Business Connect** (ABN 22 104 682 644)
 Please charge my credit card Total \$ _____ Visa MasterCard Amex*
(*3% surcharge on Amex added to your total charges)

Card No:

Cardholder's Name: Expiry:

Signature:

- YES! I wish to receive further information from Business Connect and its sponsors on events and resources that will help my business.

Go for Growth Seminar Information

DATES AND VENUES

Melbourne: Tuesday 14 September 2010
The Sebel, Albert Park

Brisbane: Wednesday 15 September 2010
The Sebel and Citigate, King George Square, Brisbane

Sydney: Thursday 16 September, 2010
Dockside, Cockle Bay Wharf

TIMING

8.30am – 5.00pm

SEMINAR FEES INCLUDE

- A copy of Verne's *Mastering the Rockefeller Habits*
- Comprehensive workbook and notes
- One-Page Strategic Plan
- Working lunch, morning and afternoon tea

EARLYBIRD OFFER

All delegates who register and pay before 8 August 2010 will save \$100 on seminar tickets.

GROUP DISCOUNT

Group Discounts are available for six registrations or more from the same business.

CONFIRMATION

Registration will only be accepted and confirmed once full payment has been received.

CANCELLATION POLICY

If you cancel before 8 August 2010, a \$100 administration fee applies. After 8 August 2010, tickets are strictly non-refundable.

If you are unable to attend a substitute is welcome at no extra charge.

PRIVACY CLAUSE

In registering for these seminars relevant details will be made available to parties directly related to the seminar including Business Connect and key sponsors.

Information is correct at the time of going to print. The organisers reserve the right to change the program if necessary.

To register go to www.businessconnect.com.au or call 1300 721 778