

Subject Headings: Growth Management, Management, Financial Management

Maximizing Profitability

In this highly interactive presentation, Dr. Lisa Lang engages the group in discussion and hands-on participation to discover how to focus their existing resources to maximize profitability. We will discuss:

- How to increase profitability with no corresponding increase in expenses or capital investment
- How to make management decisions that are aligned with profitability goals

Dr. Lisa provides a unique prospective, based on scientific methods, causing participants to challenge their current assumptions. Archimedes said: "If I can find the leverage point, a long lever, and a place to stand --- I can move the world!" This presentation will help participants to identify their leverage point, and to begin to build their lever. Participants will learn to make decisions and strategic plans that are aligned with maximizing profitability.

The value to participants will include:

- Improved understanding of what drives their profitability
- Improved understanding of how to make product/service mix decisions to maximize profitability
- Improved understanding of how to make investment decisions to maximize profitability
- Improved understanding of how to make day-to-day business decisions to maximize profitability
- 4 take home metrics that can be immediately put to use