

Maximizing Profitability and Achieving a Viable Vision

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
- Introduce members to an approach to achieving rapid sustainable growth (a Viable Vision)

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. In addition participants are introduced to the possibility of achieving a Viable Vision – turning their current sales level into their profit level in 4 years.

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
- 3 decision rules and 4 take home metrics that can be immediately put to use
- How strategies can be devised that maximize profits, and lead to explosive growth (a Viable Vision)

At the end of the session, Dr Lisa will make an unrefusable offer – “we will collect the data from your company, create YOUR Viable Vision, and then spend 2 hours with you discussing your company and VV for FREE. If you decide, you would like our help achieving your VV, and then over 90% of our fees are based on YOUR results.

Here is just some of the feedback from the speech:

"I really appreciated your presentation to our group yesterday. You are the first speaker I have heard in 5 years who I thought could really help change our business. I would like to know how we could work together to help change my business? I look forward to hearing from you." – Howard Katz, Member TEC International

"Excellent presentation yesterday - engaging, accessible, interesting, well paced, paid attention to the member's interests and engaged them in the program. You scored a 4.8 for content and a 4.6 (out of 5) for presentation - both high for this group who tend to be critical evaluators.... Thanks for sharing some genuinely new ideas with my group - they really did appreciate it. The members agreed to pursue identifying limiting constraints in the months to come and report out to the other members about what they are and their efforts to overcome them." –John Cotter, TEC International Chair

"Thank you for your presentation and showing us how these principles apply in the "real" business world. These theories provide a unique way of viewing our business and the financial impact of decisions. Your understanding and experience of applying these principles to actual businesses is refreshing." Billy Brewer, Member TEC International