

Is Your Business Future-Ready?

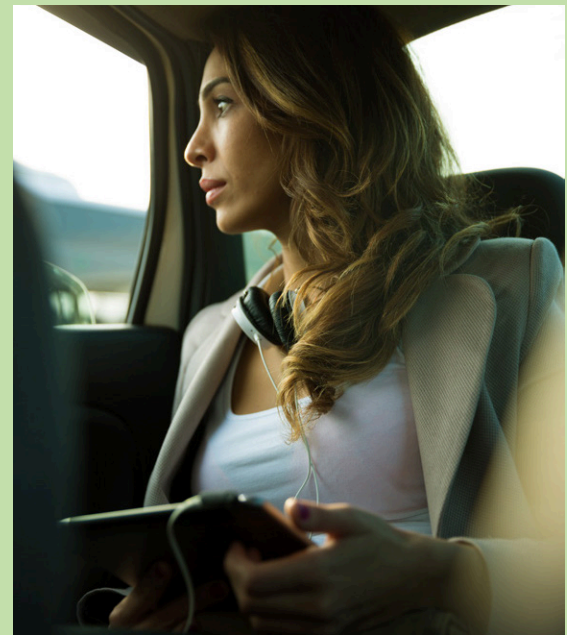
Be a Catalyst in Building Businesses to Scale as a designated Business Growth Specialist.

The MFA-Executive Business Growth Specialist helps owner-managers build independent firms.

You too can help business leaders to create and implement strategies, processes and plans that develop and enable business growth. Or use this educational opportunity - conveniently from home or office - to scale your own enterprise to its greatest potential. **The benefits are invaluable:**

- Build value in your business while you increase revenues and expand your client base
- Create the strategy, policies and procedures, and best practices required to build a future-ready business
- Access the mentorship you need to build solid business foundations
- Position your enterprise for future growth and transition
- Tap into a powerful network of inspirational, like-minded people

Take an outstanding educational program designed for busy business builders just like you!



**ENROL TODAY IN THE MFA-EXECUTIVE BUSINESS
GROWTH SPECIALIST PROGRAM.**

The MFA-Executive Growth Specialist Designation is for:

- **Anyone who needs foundational knowledge** on business planning and structure development to support business growth plans.
- **Business builders** set well on a defined path but who would benefit from new business challenges, personal coaching and a vibrant business owner network.
- **Energetic innovators** who want to embrace change, reposition their firms and build new high value, market-driven enterprises.
- **Owner-managers** who want to join other dynamic business leaders at the annual the semi-annual Business Builder Retreat.
- **Entrepreneurial employees** who want to take the leap and lean in to their dream of becoming an owner themselves.

**This program will help you build your own business and that of your clients, too:**

You too can nurture and develop a business that aligns with your vision for future growth and transition, or use your qualifications to help other business leaders do so.

Graduates of this program are licensed to use the methodology and materials taught in the MFA-Executive Business Growth Specialist Program, for one year after graduation. Thereafter, an update of skills will be required. Attend the annual Business Builder Retreat or equivalent online program.

**MEMO FROM EVELYN JACKS, PRESIDENT OF KNOWLEDGE BUREAU**

It gives me great pleasure to invite you to participate in this new program of studies from Knowledge Bureau. Join the ranks of business owners from coast-to-coast who strive to build solid enterprises poised for the future and solidly anchored to grow. You'll learn online, at your own pace and on a schedule that complements your busy life. But you'll also tap into opportunities for executive coaching and peer-to-peer networking with people just like you. Join us today and begin a new chapter in your business journey. It's a great way to meet people, just like you, who share a passion for business building.

*Sincerely,
Evelyn Jacks*

Study in Convenience of Your Home or Office Online

BUILDING BUSINESS FOUNDATIONS

- **STRATEGIC BUSINESS PLANNING** – How to build a great organization with focused decision-making and outstanding financial success. Learn expert business planning strategies that support . . . investment.
- **OPERATIONAL FOUNDATIONS TO SUPPORT BUSINESS GROWTH** – Learn how to structure the core operations departments required to build and manage a company including finance, administration, sales, marketing and staffing as well production to grow a market-driven business someone will eventually buy.

BUILDING BUSINESS EQUITY

- **BUSINESS LAW & CONTRACTS** – Every company requires the interaction with legal talent to develop contracts with the various stakeholders it interacts with. This course provides the background information business owner need to understand basic contractual agreements and templates for engagements with customers, sub-contractors and employees.
- **MARKETING MASTERY FOR BUSINESS BUILDERS** – In this practical course learn how to establish and articulate your ten key principles in marketing your business, a process for developing communications strategies and tips on branding a sustainable enterprise.

BUILDING BUSINESS LEADERS

- **BUSINESS LEADERSHIP, CULTURE AND CONTINUITY** – Learn how to invest in the people who work with you to create an innovative culture in which all stakeholders in the success of the organization are focused and working in unison. Build up a new generation of leaders for the future.
- **BUSINESS BUILDERS RETREAT** - As a final step in the program and as an annual refresher. Join business leaders from coast-to-coast at a semi-annual retreat (beginners or masters class) that will inspire and help you, hone your leadership skills and share sensitive business issues you wouldn't discuss with family or other employees.



"In today's ever changing business world, all businesses (large or small) need to continue to grow and scale up in order to keep pace with their clients' needs and retain top talent. Knowledge Bureau's Executive Business Builder Courses can help you achieve the success you are looking for. They provide a straightforward road-map to help leaders (and aspiring leaders) cover all the bases required to move their business forward"

Joanne Sigurdson, Author, Business Leadership, Culture and Continuity

PLAN FOR HIGH VALUATION NOW! Will your business ultimately be worth something on transition? If so, your firm can't be dependent on just you. It is important to demonstrate that systems/knowledge exist, that the business has a strong position in its marketplace and vibrant, recurring revenues. This program can help you build the foundations to make that happen.

