

Is Your Business Future-Ready?



Take Your Business to the Next Level and Grow Your Personal Leadership Potential

Take Part in a Brand New Educational Program for Owner Managers

The benefits include a new opportunity to expand both income and equity:

- 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!

To register, call 1-866-953-4769 or www.businessbuilderprogram.ca



**BUILD A VALUABLE GROWTH-ORIENTED BUSINESS
ENROL TODAY IN THE EXECUTIVE BUSINESS BUILDER PROGRAM**

The Executive Business Builder Program is for:

- **Anyone who needs foundational knowledge** on business planning and structure development to support business growth plans
- **Business builders** 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 Executive Business Leadership Retreat
- **Entrepreneurial employees** who want to take the leap and lean in to their dream of becoming an owner-manager themselves



The Executive Business Builder Program will help you:

Nurture and develop a business that aligns with your vision for a future of growth and transition in an ever changing marketplace



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 who share... leadership. 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 and community leadership.

Sincerely,

Evelyn Jacks

BUILDING BUSINESS FOUNDATIONS

Online Studies

- **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.
- **FINANCE AND ADMINISTRATION** - It is in the analytics that businesses are built. From forecasting to pricing models, learn how to develop processes that provide you with actionable information, identify risks and trends for great decision-making.
- **HUMAN RESOURCES** - This can be difficult and frustrating without proper training, policies and procedures, that begin with an astute org chart, role descriptions, contracts and retention strategies. Learn how to better prepare this critical piece of your growth puzzle.
- **BUSINESS LAW** – 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.

BUILDING BUSINESS EQUITY

Online Studies

- **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.
- **MARKETING IN A DIGITAL WORLD** – How do you find new clients and retain your existing base when everyone is so hard to reach? Learn more about the power of social media and communicate in the way your future clients want to hear from you: online, mobile, in person or self-serve.
- **THE SALES DEPARTMENT** – Every business needs a sales department that focuses on growing new customer bases quickly and inexpensively. Learn how to structure your client acquisition strategies that won't break your budget, while building meaningful relationships and referrals.

BUILDING BUSINESS LEADERS

Online and In-Person Studies

- **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.
- **PEER-TO-PEER BUSINESS LEADERSHIP** – Participate in a variety of face-to-face opportunities to hone your top leadership skills at the **Executive Business Leadership Retreat**.
A fabulous location, outstanding, inspirational speakers and an opportunity to get away and think about your growing organization – each and every year - with other business leaders facing some of the same challenges you do. It's a critical piece of your ongoing success - so give yourself permission to **work on your business**, not just in it!

"You may have the expectation that your business will ultimately be worth something on transition. But, to make this a reality, your firm cannot be dependent on you the leader only. It is important to demonstrate that systems and knowledge reside in the firm, that it has a strong position in its marketplace and vibrant, recurring revenues. This program can help you build the foundations to make that happen."

*Jenifer Bartman,
Author and Instructor,
Building Business Foundations Program*



REGISTRATION FORM



Knowledge Bureau[®]
Excellence in Financial Education

toll free: 1-866-953-4769, email: registrar@knowledgebureau.com

BUILD A BUSINESS FOR GROWTH - ENROL TODAY IN THE EXECUTIVE BUSINESS BUILDER PROGRAM

IDENTIFICATION

Name		
Address		
City	Province	
Postal Code	E-mail	
Phone ()	Fax ()	Current Designations

FIRST TWO COURSES NOW AVAILABLE: ENROL BY SEPTEMBER 15

	Regular Fees	Introductory Fees
BUILDING BUSINESS FOUNDATIONS: Strategic Business Planning	\$995 per course	} \$995 for both courses
BUILDING BUSINESS EQUITY: Marketing Mastery for Business Builders	\$995 per course	
SPECIAL OFFER - BOTH COURSES FOR THE PRICE OF ONE. Includes online program and personal mentorship.		

PAYMENT DETAILS AND PAYMENT METHOD

Total Tuition Fees: _____	Credit Card:
+ GST/HST: _____	<input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> Amex
= Total: _____	
Name on Card: _____	
Card Number: _____	
Expiry Date: _____	
Signature: _____	

How did you hear about us?

Mail E-mail Internet Social Media Referred by _____

I agree to receive course updates, communications and transcripts from Knowledge Bureau.