

Be a Catalyst in
Helping Businesses
Grow

DIFFERENTIATE YOURSELF

Earn Your Designation as a
MFA™ - Executive Business Growth Specialist



ESPECIALLY FOR:

- Business Owners
- Entrepreneurs
- Accounting and Tax Practitioners
- Business Consultants

FACULTY OF BUSINESS STUDIES Your Potential is Limitless™

Only with:



This is executive education especially designed for small to medium sized enterprises poised to grow in a new economy.

BECOME A MASTER FINANCIAL ADVISOR!

You too can help business leaders to create and implement strategies, processes and plans that develop and enable business growth. Or take advantage of this educational opportunity to scale up your own enterprise to its greatest potential.

EVERYTHING IS INCLUDED:

- > Personal course selection consultation and virtual campus orientation
- > Lesson plans and study plans
- > Personal instructor support by email
- > Comprehensive Knowledge Journal
- > EverGreen Explanatory Notes
- Online Research Library
- > Practical case studies using professional software
- > Calculators and tools you can use immediately
- > Testing and certification
- > CE/CPD accreditation by various professionals

Knowledge Bureau is a widely respected education institute and publisher based in Canada. Our world-class education is innovative, informative, and in-depth, with an academic approach focused on knowledge, skill building and leadership.

Join thousands who have earned their credentials in the comfort and convenience of their own home or office, at their own pace. **Take a free trial and make a risk-free decision.**

**TAKE A
FREE TRIAL
TODAY!**

**"I vow to continually get better.
This topic is near and dear to me.
If I know ... I can share."**

*- Paul T. Vaneyk
Business Builder Retreat Graduate*

For more details visit www.knowledgebureau.com or call toll-free: 1-866-953-4769

The MFA™, DFA-Tax Services Specialist™ and DFA-Bookkeeping Services Specialist™ designations are registered certification marks of Knowledge Bureau™

TAKE A RISK-FREE TRIAL
knowledgebureau.com

EARN NEW CREDENTIALS AS A MFA™ - EXECUTIVE BUSINESS GROWTH SPECIALIST

Complete 5 online courses and attend the Business Builder Retreat.

Then offer a new service: help small business owners build their businesses to the next level.

This designation program is ideal for those who work small business clients. Learn how to nurture micro businesses with strategic planning and the operational foundations to engage both new employees and new clients, while you help owner-managers transform into powerful leaders.

The MFA™ - Executive Business Growth Specialist Designation is for:

- Professional who work with small business owners poised to grow. This program will help you have deeper conversations about the barriers to growth and to participate with them in strategic planning.
- Business builders set on a well-defined path but who would benefit from new business challenges, personal coaching and a vibrant business owner network.
- Energetic innovators with the desire to embrace change, reposition their firms and build new high-value, market-driven enterprises.
- Entrepreneurial employees who want to take the leap and lean into their dream of becoming an owner themselves.

Receive a license to use the exclusive methodology and materials taught in this trademarked program, valid for a year post-graduation. An update of skills is required thereafter, and students can attend the annual Business Builder Retreat or take an 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. Become a catalyst for the growing ranks of business owners from coast-to-coast who strive to build solid enterprises poised for the future and solidly anchored to growth.

You'll learn online, at your own pace and on a schedule that complements your busy life. 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. In a world of work that increasingly includes the self-employed, it's your opportunity to participate in building a new economy.



"The Business Builder Retreat provided me with the opportunity to reassess my role as the leader in our firm."

- Rosanna Sternat, DFA - Tax Services Specialist, Manitoba

STUDY ONLINE IN THE CONVENIENCE OF YOUR HOME OR OFFICE!

Every business owner wants to build a valuable, growth-oriented business. The MFA™-Executive Business Growth Specialist is on the cutting edge in helping others achieve their goals as entrepreneurs.

Any firm that has an attractive valuation transcends dependence on its founder. Businesses with strong positions in the marketplace - now and in the future - have strong foundations and deliberate strategies for growth in both income and equity. Learn the underlying skills needed.

1

Building Business Foundations:

STRATEGIC BUSINESS PLANNING:

Planning for income, profit and long-term sustainable growth requires a strategic approach to business planning. Learn more about how to structure and plan for the financial results you need to grow a market-driven business someone will eventually buy.

OPERATIONAL FOUNDATIONS TO SUPPORT BUSINESS GROWTH:

Business leaders recognize that client relationships are integral to long term success, but this can only be achieved with the support of the right management and operational environment. The focus of this course is on establishing and enhancing a company's operational framework.

2

Building Business Equity:

BUSINESS LAW and CONTRACT:

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:

The old ways of marketing no longer work and competition is fierce. This course focuses on the things that can be done immediately, without huge investment, to navigate these new marketing opportunities and make a market within a community with a compelling value proposition.

3

Building Business Leaders:

BUSINESS LEADERSHIP, CULTURE AND CONTINUITY:

When a business grows beyond the work of a sole owner-manager, or a small shop of one to four people, it's important to build a team and a great team culture for getting results. That mean leadership methods and styles must change to the benefit of all the stakeholders to growth of the business.

BUSINESS BUILDERS RETREAT:

Attend this retreat as a first or last step in the program and as a way to keep up your credentials. It can be lonely at the top, but business leaders have common issues. This retreat is a "must-do" in developing leadership styles and obtaining important business insights so you can help others grow 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