

Read what a client, a CEO of a \$5 million company told me a few days ago:

“This economic storm is slamming our business. Things just are not working out. We’re a bucket brigade up against a tsunami. Something’s got to change, and we’re running out of time.”

Every week I talk to business owners losing sales, losing market share, in midst of layoffs. “What do I do?” they ask. I listen and ask questions, and after their anxiety ebbs, I ask them these three questions:

Do you feel confident and secure about your company in the midst of our continuing economic uncertainties?

Are you confident that your planning and business analysis skills give you the real-time numbers for sales, inventory and staffing that cause you to say, “We’ve got everything in place to survive and thrive and here’s why?”

Is your company prepared to operate profitably if sales continue at the same depressed level for many months if not several years?

When you look at your business, can you confidently say, “Yes” to these questions?

If you and your company are struggling to get through to the other side of this economic storm—but you don’t know if or how you’re going to make it—I may be able to help you.

On Tuesday, June 23rd, I’m offering a one-day CXO Forum for a select number of business leaders of small to mid-size companies (annual revenues up to \$100 million)

In the CXO Forum, you will learn the foundational four-step methodology that has brought turn-around stability, growth and success to companies who have learned how to stop reacting to outside economic forces and instead taken control of all the business essentials they realized they *could* change. Result: They changed their company and make it profitable once again. Why not you?

At the CXO Forum, you are going to learn the logical, proven four-step method that replaces guesswork and best efforts with a true measure of what you need to do to succeed in our challenging times:

Step #1: A true appraisal of your leadership strengths. Your company’s success starts with you. Your skill sets, your strengths and how to adapt what you do best to be more effective with your team, your customers, your suppliers, every person who has influence on your business.

Step #2: A true measure of your business process. Fact: Lack of real-time metrics for performance and delivery means failure to meet customer expectations, resulting in loss of customers, market share and ultimate failure. Using case studies, you will understand how to adjust information cycle times to generate feedback that will allow you to make decisions and take advantage of opportunities to improve the bottom line, cash flow and serve your customers.

Step #3 A true measure of your company's financials. Learn how to effectively use your financials as a diagnostic tool to identify where you can make constructive change to improve cash flow and your bottom line. Discover how this essential tool can be your daily friend instead of the monthly enemy.

Step #4: A true upside of 60-day executable plan. You will score your leadership appraisal, business process and company financials and identify the measurable, reachable benchmarks your company can hit in the next 60 days. Using dashboards and other real-time indicators, you will see, clearly, the goals you need to hit--and how to get there.

The time for best estimates, best intentions, and giving your best college try are over. The economic climate has changed, and companies who resort to doing business as usual will be left alone at the mercies of the current (and growing) storms.

I urge you to register today for the one-day CXO Forum. The early bird cost is \$395 (a \$55 savings if you register by June 16th. Drawing on the principled approach of the Forum, a longtime client, the owner of a \$4 million company said to me, "I was ready to give up on my company, and you gave me the breakthroughs I needed in management and business process to **more than double my profit in 24 months.**"

Participation is limited on a first-come, first-served basis.

Register now at www.BriceConsulting.com/CXOForum and put your business on the path to renewed profitability.

Sincerely,

Mike Brice
President
Brice Consulting
(206)226-1617

P.S. When you call, ask about a complimentary post-Forum follow-up consultation to optimize the practical takeaways of our time together.

Forum Leaders:



Mike Brice

Background: President & Owner of Brice Consulting, co-owner of Nova Information Systems, COO Avtech, Business Unit Manager/General Manufacturing Manager Fluke, Truck Production Manager Peterbilt Motors.



Paul Tomlinson

Background: Owner, Career Life Institute - Executive coach, organizational design and transition services to companies ranging from Fortune 500 to family owned businesses. Other experience includes Division Manager with a data communication company.