

# Barbara D. Agerton, CPA

## The Better Business Advisor

Cordially invites you to  
The Board Room

Come and discover simple practical ways to attract more prosperity into your life, work less, make more money, gain more free time, and enjoy more bliss. Your investment in each session is \$150 for the first person and \$50 for each additional person. If you sign up for 12 sessions you get two for free.

### **The purpose of The Board Room is to:**

- Introduce business owners and key employees to business development concepts in a social informal way.
- Only a select few, with business growth potential will be invited to attend. The group is limited to 6 members.
- You will learn how to determine your “Key Performance Indicators.” What are the drivers with your company?
- You will learn some basics about measuring and monitoring. If you do not measure what you have how can you possibly manage it?
- You will have a unique opportunity to network with other decision-makers. The group will be limited to key people within an organization.
- You will gain from the experiences of others within the group. When the only experience we have to draw upon is our own then we are limited by our own experience and skill.
- You will learn the 4 ways to grow a business. And what it takes to influence the 4 ways to grow a business.
- You will learn what truly awesome service is all about. How do you know what is really important to your clients?
- You will learn why traditional financial statements are not enough. There are other measures of business’ value that you should be analyzing.
- You will have the opportunity to brainstorm about specifics within your business. This is the most fun part. What a great opportunity! You will be surrounded by other successful business people.

How good is The Board Room?

Well that depends on you. There is a disease that we all suffer from called “FTI” (Failure to Implement). We will show you how not to FTI, that way you can get the most from The Board Room and receive the benefits from now on.

And remember, if you are not completely delighted with the meeting we will refund your investment. You have nothing to lose and everything to gain.

**To make your reservation contact Kim Agostinacci at 760-371-1828.**

## **The Board Room Schedule for 2009/2010**

Time: 7:30 to 9:00 am

Place: 115 N. Balsam Street, upstairs conference room

Refreshments including coffee, soda, water and munchies

Our topics are as follows:

July 15 <sup>th</sup>	The Business Plan – Roadmap to Success
August 12 <sup>th</sup>	4 Ways to Grow Your Business
September 2 <sup>nd</sup>	Working ON Rather Than IN Your Business
October 7 <sup>th</sup>	Classifying Your Customers
November 4 <sup>th</sup>	Becoming Customer Centric
December 2 <sup>nd</sup>	Key Performance Indicators – Tools for Business Performance Management
January 6 <sup>th</sup>	Unique Core Differentiators
February 3 <sup>rd</sup>	Benchmarking for Profitability
March 3 <sup>rd</sup>	Playing the Numbers Game – Financial Ratios
April 7 <sup>th</sup>	SWOT: Your Business Health Check
May 5 <sup>th</sup>	Building a Winning Team
June 2 <sup>nd</sup>	Grooming Your Business for Sale

These topics are not etched in stone. We will look at the dynamics of the group and decide which topics will best meet their needs. We may also bring in other people to provide valuable insights. People who are experts in their field or who we think have an interesting and valuable story to tell or lesson to teach.