

## **Better San Diego 24 hour course (6- 4 hour sessions, 8- 3 hour sessions\*)**

### Session 1: You Cannot Afford to Fail (also contract/deposits, expectations, overview)

- ✧ Head in the clouds: dreams, vision & values- vision & values statement
- ✧ The mistakes of mission-mission statement
- ✧ Caterpillar to butterfly- business lifecycles
- ✧ How to know you're already 2.7 days behind- strategy & critical goal categories
- ✧ Know your type- business leadership styles
- ✧ What's your magic number- exit strategies

### Session 2: the Royal 'We'

- ✧ Processes, Protocols & Procedures, oh my!- organizational thinking
- ✧ Object in mirror are closer than they appear- balanced scorecard/dashboard
- ✧ Computers are your friend- technological time-savers/accelerators
- ✧ Farm system- hiring the right staff
- ✧ Give a kid a break- internships
- ✧ Enough talk- goal seeking v. goal setting v. goal achieving

### Session 3: The Problem with Strategy

- ✧ I love it when a plan comes together- strategic planning basics
- ✧ Lather, Rinse, Repeat- organizational course-correction
- ✧ Breakfast of champions- key assumptions and business metrics
- ✧ Smarter not harder- strategic alignment methodology
- ✧ No 'A' for effort- intro to goal planning
- ✧ Flea circus- leveraging behavioral technology

### Session 4: Watching Your Lines

- ✧ The 3 lines that make all the difference-professional budgeting
- ✧ Own the bank- financing
- ✧ The real math of business- hidden & true costs
- ✧ Just like pizza- streamlining costs & cutting corners without sacrificing quality
- ✧ The big bucks- P&L basics and outsourcing

### Session 5: Sorcery, Voodoo, Black Magic and Marketing

- ✧ Don't get what you pay for- nurture marketing
- ✧ ITOK- the most common marketing mistakes
- ✧ Friends w/ benefits- benefits v. features pitfalls
- ✧ Words kill- marketing copy
- ✧ Help buy, don't sell- the psychology of your target market
- ✧ Are they into you?- customer acceptance & price points
- ✧ Leader of the pack- overcome market forces/noise of competition

### Session 6: Life Balance

- ✧ Family-centered families- priorities and living with no regrets
- ✧ Water tank- how to run hard forever
- ✧ The fulcrum- season specific prioritization
- ✧ Don't fake the funk- nature of habits and the effect on family
- ✧ The chess box- considerations of legacy

### \*Session 7: Overflow due to shorter session length

### \*Session 8: Overflow due to shorter session length

## **Better San Diego 48 hours course (12- 4 hour sessions, 16- 3 hour sessions\*) '24 course' plus:**

### Session 9: Advanced Marketing Wizardry

- ✧ Profit through Altruism
- ✧ A's & B's- split testing
- ✧ The 24/7 machine- ecommerce
- ✧ Psych them out- psychological triggers
- ✧ Check yourself- arm-checking diagnostics
- ✧ The Jedi mind trick- advanced PR & Branding
- ✧ Future is now- interactive media

### Session 10: The Hidden Goldmine of Your Business

- ✧ Friends in high places- social targeting strategies and mechanisms
- ✧ Kill cold-calling- effective nurture marketing strategy
- ✧ The fan club- nuts and bolts of customer feedback (NPS v. ACSI)
- ✧ VIP treatment- achieving preferred provider status
- ✧ Don't be a giver- common mistakes in networking

### Session 11: Customize without the Craziess

- ✧ Band-aid v. Surgery- root cause analysis
- ✧ McD-it- variability control
- ✧ Need for speed- cycle time reduction
- ✧ Learn Japanese- kaizen
- ✧ Godfathers of quality- indigenous quality movement

### Session 12: Build an Empire

- ✧ Knowing your type- environmental scanning and appropriate aggressiveness
- ✧ Sweet spot- how to leverage strengths and eliminate weaknesses
- ✧ Help them love you- residual product basics
- ✧ Unleash the expert within- speaking/presentation basics
- ✧ Reality check- overcoming celebrity hesitancy
- ✧ Behind the veil- the real business models of the elite

\*Session 13: Overflow due to shorter session length

\*Session 14: Overflow due to shorter session length

\*Session 15: Overflow due to shorter session length

\*Session 16: Overflow due to shorter session length

## **Better San Diego Single modules (can be in 3 or 4 hour format)**

### The Problem with Strategy

- ✧ I love it when a plan comes together- strategic planning basics
- ✧ Lather, Rinse, Repeat- organizational course-correction
- ✧ Breakfast of champions- key assumptions and business metrics
- ✧ Smarter not harder- strategic alignment methodology
- ✧ No 'A' for effort- intro to goal planning
- ✧ Flea circus- leveraging behavioral technology

### Sorcery, Voodoo, Black Magic and Marketing

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**Payment of either 85% of deposit per enrollee or 85% of state grant payment with the remaining 15% to go to chamber for R&D/incubation funding (ie. pilot/trial versions of innovative programming that have no current funding/sponsors, etc)**