

NORTHEAST OHIO'S FOREMOST STRATEGIC PLANNING COURSE

Building successful companies through strategic thinking, vision and execution since 1979

Strategic Thinking



Vision

Execution

39

Number of years the
course has helped
business owners grow

40

Classroom & Mentor hours
to complete the program

780

Alumni who have
successfully completed
the course

Take your Business to the Next Level

Is your business as profitable as it could be? Do you spend too much time working in your business instead of on your business? Are you working too hard/too many hours?

SPC 3.0 will help you overcome obstacles while building a solid foundation for growth through executive level business education and relationships with peers and advisors.

A Plan to Succeed: Why this Course is a Must

A well designed strategic plan can improve business performance, increase profits and focus your efforts. Working with class instructors and your personal mentor, you will examine every element of your business, outline goals and performance objectives, create an action plan and lay out the expected results.

Additionally, you will work with peers and advisors to address common challenges that face many business:

- Managing growth
- Succession planning
- Securing capital
- Adapting to rapidly changing markets
- Finding and hiring the right people

A Powerful Tool for Your Business

SPC 3.0 is a six month, results-oriented process that delivers a concentrated executive level business education focused on your business. Based on your business type, you will be matched with a course alumnus who will serve as your mentor and attend each of the ten Saturday morning class sessions with you.

With the guidance of your mentor and support of your peers, your goals will come into focus as you explore issues such as:

- Your company mission – is it focused, supportive of your strategic goals and well understood throughout your organization?
- Your strengths and weaknesses – organizationally, by product and by market and their alignment with external opportunities and threats.
- Customers – do you understand why they buy from you?
- Products and services – how are you positioned against your competition? What is your strategy for differentiation?
- Does your company culture support your mission?
- Management and compensation systems - are they supporting your goals?
- Quality of life – are you getting what you want out of your business?

History of SPC 3.0

Dr. Jeffrey C. Susbauer and Dr. Robert J. Baker, Jr. created the original SPC curriculum in 1979 with the support of Jack Bares of the Council of Smaller Enterprises (COSE). They co-taught the course as the COSE Strategic Planning Course for the next 34 years. After Dr. Baker passed away in 2014, Dr. Susbauer revamped and updated the curriculum and continued to provide the course through COSE. Following the 2017-18 program, COSE decided to restructure its education offerings, but Dr. Susbauer and the vibrant SPC community continue on as SPC 3.0, building prosperity and economic growth through Northeastern Ohio in partnership with Manufacturing Works Cleveland.

"This Strategic Planning Course has played a huge role in the success of my company. The insights gained, lessons learned and relationships developed have enabled our growth as a company and my personal transition from technician to leader."

- Paul Doherty
President, Wecall Inc.

DATES

September 2019 through
February 2020 on ten
Saturday mornings

TIME

8:00 a.m. – 12:00 p.m.

LOCATION

TalentLaunch
6161 OakTree Blvd, Ste. 300
Independence, OH 44131

COURSE FEE

\$3,995
\$3,495 Manufacturing
Works members

Email: info@spc30.com Web: www.spc30.com

PROGRAM AGENDA 2019-2020

SESSION 1: September 28, 2019

- Introductory preparation
- SWOT analysis
- Paul Chaffee and Cindy Chaffee, Software Answers - "Mission/Vision"

SESSION 2: October 12, 2019

- Jon Green, VP, Meaden & Moore, "Traction and No Man's Land" - Exit Strategies
- Strategic Business Units (SBU)
- SBU performance analysis

SESSION 3: October 26, 2019

- Generic competitive strategies
- Comparative competitive strategies
- Strategies to improve competitive positioning

SESSION 4: November 9, 2019

- SBU strategic plans
- Susan Brophy, Dise & Company - "Social Media"
- Bob Dianetti, Team Dianetti/Radcom, "Templated Sales Processes: End the Confusion and Watch Your Team Sell More Consistently"

SESSION 5: November 23, 2019

- John Milos, ex-CEO, Stylin' Concepts - "Three Things to Grow a Business Rapidly and Very Profitably"

SESSION 6: December 14, 2019

- Sales forecasts
- SBU customer acquisition plans
- Sales techniques to improve sales growth
- Paul Chaffee, Software Answers, "Net Promoter Scores (NPS)"
- Hal Becker, The Becker Group - "Awesome Sales & Incredible Customer Service"

SESSION 7: January 4, 2020

- Corporate life cycle
- Leadership development and boards
- Building effective organizations
- Carl Fernyak, ex-CEO, MT Business Technologies - "Navigation of Succession in a Family Business"

SESSION 8: January 18, 2020

- Human Resources function
- Key manager selection
- Paul Chaffee, Software Answers - "The Gallup 12"

SESSION 9: February 1, 2020

- Management systems
- Strategic financial performance & financial planning
- Rosemary McEntee, VP Business Banking, Huntington Bank - "Doing Business with the Bank"
- Putting the plan together
- Valerie Schmitz, President, Kelly Day Financial Services, LLC - "Business Killers"

SESSION 10: February 8, 2020

- Jim Aussem, Esq., Partner, Cavitch, Familio & Durkin Co., LPA - "Succession Options"
- Personal financial planning for success
- Building value in your company
- Ownership/leadership succession

GRADUATION: February 8, 2020