



A PRESCRIPTION FOR GROWTH

Intimate one-day workshop with Justin Roff-Marsh, Author of *The Machine*

This is an opportunity to spend a day with Justin Roff-Marsh (author of *The Machine*), in an upscale conference room, in the company of 15 of your peers (owners and senior executives from mid-sized businesses).

The objective will be for each executive, over the course of the day, to fashion a simple (but detailed) plan to expedite the growth of their organization.

INVESTMENT

UK

£495	primary delegate
£295	second delegate

US

\$298	primary delegate
\$198	second delegate

Early bird discounts may apply.

This workshop is best-suited to organizations with at least \$5M in annual sales.

AGENDA (times may vary slightly)

WORKSHOP REGISTRATION: 8.00 AM

MORNING SESSION: 8.30 AM – LUNCH

A simple, generic growth formula. Justin's formula is powerful but deceptively simple. The key idea is that you ensure that your organization participates in a hugely disproportionate percentage of the selling conversations that occur in your marketplace (relative to your marketshare).

Structuring for growth. This is easier said than done. Practically it requires a restructuring of your organization. The good news is that this restructure will provide a number of meaningful improvements in your operational performance.

LUNCH

Enjoy a delicious plated lunch and drinks served at your table.

AFTERNOON SESSION: POST LUNCH – 5 PM

The design of sales. You guessed it, a redesign of sales is required to enable a massive increase in the volume of selling conversations (without a commensurate increase in payroll cost).

The integration of sales and marketing. The traditional relationship between sales and marketing must be turned on its head. Marketing must generate sales opportunities on a just-in-time basis (they must subordinate to sales).

The role of management. This transition is no walk in the park for management. And the new, high-growth business model will require a dramatically different approach to supervision. Like racecar engines, massive increases in efficiency come at the expense of greater fragility.

POST-WORKSHOP DRINKS: 5 PM – 5.45 PM

You are welcome to stay on for a post-workshop drink with Justin and fellow travellers at the hotel bar.