



# CEO LEADERSHIP FORUMS

## BOOST YOUR BUSINESS BOOTCAMP



A new year and a new economic direction for the country is upon us. Join other recognized Orlando business experts and distinguished speakers from Valencia College where best strategies and tactics for growing your business profitably are explored for 2017 and beyond.

Join us for another intensive program on

### Growth vs. Profitability – A Catch-22 ? - Workshop 1

#### EVENT DETAILS

Tuesday, May 9, 2017  
8:00am – 12:30pm  
(Continental breakfast buffet included)

#### LOCATION

VALENCIA COLLEGE  
WEST CAMPUS  
1800 S. Kirkman Road  
Building 11, Room 106  
Orlando, FL 32811

#### REGISTER

Register online:  
[CEOLeadershipForums.com](http://CEOLeadershipForums.com)

#### CONTACT US

407-579-5700

#### VALENCIA COLLEGE

Your Direct Connection to CEO Education and Future Talent



Click here to view promo video of prior events.

- o Valencia College faculty present Economic Opportunities in Florida and the Post-election impact
- o Top Secrets to Unlocking Your Hidden Cash Flow
- o Top Line Growth strategies and tactics – Cost cutting has been maximized - Growth of your top line must occur, but not at the expense of ignoring your blind spots.
- o Have you considered Your Growth Matrix? Explore these questions in an interactive exercise with other C-level executives where “the good, the bad, and the ugly” are shared in an open forum. Which do you use?

	CURRENT Products or Services	NEW Products or Services
Current Markets	<b>Market penetration strategy</b> how can we sell more of our current products or services to current clients?	<b>Product development strategy</b> what new products or services can we sell to our current clients?
NEW Markets	<b>Market development strategy</b> to what new clients or markets can we sell our products or services?	<b>Diversification strategy</b> what new products or services can we sell to new clients or markets?

- o Five costly mistakes leaders make that kill profitability
- o The Tax Factor – Topical issues in the new economy; and what to take advantage of this year.

Your participation supports further inter-relationship between Florida Business Leaders and Valencia College in its mission to develop future leaders for Central Florida’s small business.

