



## **SPEAKER, AUTHOR MARKETING STRATEGIST BUSINESS GROWTH EXPERT**

**W**e live in the "best of times." Businesses are feeling optimistic; business and consumer confidence is strong and we have more business opportunity. But, we also live in the "worst of times." We live in a time of unprecedented change - faster than we can keep up with it. The force and speed with which the lines between industries are blurring - and technology change is increasing - is creating some real challenges for the business sector. The world is moving so quickly - there is no steady state.

Most executives instinctively know that best practices and strong leadership is essential for organizational success. However, in most organizations, there is a lack of urgency to improve processes and leadership skills driven by a belief that the organization's current capability - and subsequent performance - is good enough. But is it?

Study after study show that the average organization is leaving millions on the table each year in untapped potential because of less-than-optimal strategies, tactics and leadership practices. In fact, research shows that best practices and good leaders can often double profits.

One challenge that all organizations must address is the invisible drag on performance known as "maintaining the status quo."

**In these three talks, Rich will provide thought-provoking, actionable insight and inspiration to help Leaders create new solutions to vexing problems, get the best out of every people, and the most out of every dollar to allow their company to grow and thrive in any economy.**

### **Profit Secrets**

*3 Ways to Build Your Bottom Line... You Probably Never Heard Of*

With change as the new normal, Leaders need to utilize unconventional strategies to "Out-Think, Out-Market and Out-Sell" the Competition. The Six Cylinder Business Breakthrough attacks the growth challenge on multiple fronts, to exponentially increase near & long-term results. Leaders will learn proven action-oriented tools and techniques to create a pathway to be more profitable and accelerate growth.

### **The Growth Prescription**

*7 Proven Steps to Multiply Your Profits and...Unlock the Hidden Potential in Your Business*

Developing a sound strategy in an era of accelerating change can be a real challenge. It is why organizations suddenly reverse the growth trend - begin to slow down and stop growing - often to the surprise of Executives. You'll discover invaluable techniques on achieving clarity for your goals and strategies, driving up profitability and cash flow, expanding your reach and client base, improving your culture and building your dream team to unlock a \$500 Billion-per-year business opportunity.

### **Escape Velocity**

*8 Ways to Dramatically Increase Your Business Value Before You Sell*

If you're like a lot of Entrepreneurs, you use your P&L statement as your report card, even to calculate your company's value. Having worked with more than 46,000 entrepreneurs, we've seen numerous examples of companies that have achieved up to 3 times more than the average price for companies in their industry when they sell. During this session, we'll look at how to structure and differentiate your business to maximize its value, minimize reliance on your personal involvement and accelerate the pace of positive word-of-mouth for your business.

Achieving success in today's increasingly complex and competitive environment has never been more challenging. When organizations are looking to deliver more profit, accelerate sales growth, and boost the performance of business-critical teams, they turn to Rich. He has advised, mentored and trained hundreds of Business Owners, CEOs, Executives and Corporate Teams, within Aerospace, Industrial and Technology markets, at small and mid-size privately-held, as well as global Fortune 500 firms over the last 30 years. Creator of *Pathway to Growth*, Rich is a Certified Marketing Executive, Certified Value Builder, Certified Executive Business Coach and Certified Corporate Trainer. He holds an M.B.A. in Marketing Management from the University of Chicago, and has completed both the Advanced Management Program from Duke University and the Global Management Program at American Graduate School of International Management.

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