



## CLASS SCHEDULE

### Planning for Growth -

will discuss some of the differences between Good and Bad Strategy that both large and small companies often struggle to understand. The discussion will also cover value propositions, business model basics, and analyzing the strategic landscape. In particular, he identifies how to understand your competitive environment, industry trends, and core competencies so you have the insights needed to provide unique value to customers and find a durable advantage over competitors.

### Customer Relationship Management -

discusses the importance of building relationships with customers via proper positioning, branding, and customer service. He shares insights on how to differentiate your product from your competitors. He will also offer ideas on how to develop and offer brand promise. Finally, he will discuss how having a customer-oriented mindset will lead to satisfaction and loyalty, and eventual profitability.

### Managing Your Money with Metrics -

reviews key ratios for managing your business. He then demonstrates the power of knowing your numbers by showing five ways to improve profit and three ways to increase cash based on what can be learned from your financial data.

### Professional Selling -

covers the essential ingredients of highly successful salespeople. In this webinar, you will learn how a better understanding of yourself, your customers, and the selling process will maximize the potential for your products and services to meet customers' needs and drive sales.

### Human Resources—Keys to Building a Successful Business -

discusses the critical importance of hiring, incentivizing, and retaining the right people. He shares insight on where to look for good people, hire them, and how to cultivate talent. He shows how having a strong set of values and a positive culture can lead to a high-performing workplace.

### Design Thinking -

in this final session, Dr. Redd, discusses how organizations often struggle with new business challenges because they are stuck doing things the way they have always been done. She then introduces Design Thinking which is a way to think differently about creating better business solutions for you and your team. In this track, Dr. Shana Redd outlines the steps involved in the Design Thinking process. Finally, she demonstrates how this process can be used to solve a plaguing problem or make the most of an opportunity within your organization.