

Introducing the founder of
Entrepreneurs' Organization

EO Entrepreneurs' Organization
Sri Lanka



VERNE HARNISH



Rockefeller Growth

FOUR KEY DECISIONS
TO DRIVE REVENUE
AND PROFITS

Presented by
Verne Harnish, author
of #3 Strategy best-seller
on amazon.com

"Verne is the guru of fast-growth companies. Those who listen GROW and SUCCEED...
so listen... or read!"

TOM PETERS

6 TOP REASONS TO SIGN UP:

1. Lead the charge on high payoff initiatives
2. Keep everyone in your organisation aligned and accountable
3. Create customer loyalty that makes price irrelevant
4. Fuel growth with smart cash flow management
5. Know what's working in today's mega-growth businesses
6. Build real market value and serious stakeholder wealth

"Verne's One Page Strategic Plan has provided Silver Chef Limited with a road map to develop and execute our strategic objectives and thereby grow our profit by more than a compound 23% per year since listings on the ASX"



IMPLEMENT THE FUNDAMENTALS THAT DRIVE SUSTAINABLE GROWTH



About Verne Harnish

Verne Harnish is the author of *Mastering the Rockefeller Habits: What you must Do to increase the Value of Your Fast Growth Firm*.

Verne is the founder of the world-renowned Entrepreneurs' Organisation (EO) and chair's EO's premiere CEO program, the Birthing Giants, and EO's Advanced Business Program, both held at MIT. Founder and CEO of Gazelles, Inc., Verne has spent the past 24 years educating entrepreneurs and business leaders from some of the world's fastest growing companies.

As the "Growth Guy", Verne is a contributing editor and frequent writer for Fortune magazine and co-chaired Fortune's four regional Go for Growth conferences in 2004.

Mastering the Rockefeller Habits is endorsed by over 100 CEOs of mid-size companies and is published in Chinese, Japanese, Korean and Spanish.

"I am honoured to have attended Verne's first seminar in Australia in 2005 with my team. It was the most important step in our organisation's history and was the catalyst for us tripling our revenue since that time. We have keenly embraced all of the Rockefeller Habits and remain Verne's avid followers".

ALLAN MCKEOWN, CEO, PROSPERITY ADVISER

ROCKEFELLER GROWTH: FOUR KEY DECISIONS TO DRIVE REVENUE AND PROFITS

Move the Needle to Achieve

2X current cash flow

3X industry-average profitability

10X today's market valuation - the key to cashing out at top dollar

Learn the four Fundamentals for Sustainable Growth - the four critical decisions you must get right in order to grow

Decisions equal success - and there are four decisions, in growing your business, that you must get right or risk leaving significant revenues, profits, and time on the table.

Based on his famous One-page Strategic Plan, Verne will help you and your team nail these decisions that are fundamental to not only survive, but thrive in the changing world of business.

This one-day seminar is packed with actionable ideas guaranteed to make your business grow in uncertain times.

Take your company further in a single week than you have in an entire year

Verne Harnish knows how to teach these tools to your senior management, who have no patience for anything they can't put into action right now. In fact, he has presented to more than 20,000 growth-hungry leaders.



IF GROWTH IS YOUR PRIORITY, THEN YOU CANNOT AFFORD TO MISS THE EVENT. BOOK NOW!

Bring your management team along for truly interactive seminar and work on the principles of the **One-Page Strategic Plan**.

STRATEGY

The session concentrates on people and strategy, organised around the highly regarded One-Page Strategic Plan document. Verne Harnish will cover the following topics:

CASH MODEL

- How to double your operating cash flow in 12 months.

MARKET INTELLIGENCE

- How leading firms learn faster to remain ahead of their competitors and drive priority setting.

PEOPLE

- How to select and hire A players and keep them motivated.

CORE IDEOLOGY

- Bringing your core values and core purpose alive to energise your employees and simplify your human resource systems.

BHAG (BIG HAIRY AUDACIOUS GOAL)

- Aligning it with your business fundamentals.

BRAND PROMISE

- The key strategic decision the differentiates you from competitors i.e. if you can't state your strategy in a sentence, you don't get it!

X-FACTOR

- The 10-30 times advantage over competitors that helps you dominate your industry and block competitive response.

ANNUAL AND QUARTERLY FOCUS

- The most critical short-term decisions an executive team can make to drive alignment and performance.

STRATEGY

The session centres on execution, organised around the highly regarded one-page Rockefeller Habits checklist. Verne Harnish will cover the following topics:

ROCKEFELLER HABITS CHECKLIST

- Ten essential habits that reduce the executive time needed to manage the business from 50 hours/week to less than 15 hours.

MEETING RHYTHM

- The daily, weekly, monthly, quarterly and annual meeting rhythm and the specific agendas that make them effective and practical.

METRICS

- The three types of metrics that drive the business on a daily and weekly basis.

PRIORITIES

- Use daily, weekly and quarterly themes to drive alignment and focus.

ORGANISATIONAL STRUCTURE

- The three types of organizational charts and how to apply them to keep everyone accountable.

THEMES

- How to use them to make your priorities memorable and add energy to your organization.

Gazelles Growth Tools™ - Takeaways you can use now!

- **Accountabilities Worksheet:** Get the right people doing the right things.
- **One-Page Strategic Plan:** Every person in your organisation must be on the same page. This is that page.
- **Rockefeller Habits Checklist:** Even veteran pilots go through a pre-flight checklist prior to take-off. You should too.
- **Who-What-When Worksheet:** Build a better to-do list and drive tactical priorities.
- **KPI Worksheet:** Identify the numbers you must watch daily to maintain your growth trajectory.
- **Critical Numbers Worksheet:** Track short-term, focused, measurable outcomes.
- **Cash Conversion Cycle Worksheet:** Fuel growth with more cash, faster.



WORKSHOP FACTS

Venue: Hilton Colombo Residencies Grand Ballroom
Date: Thursday 16th August 2018
Time: 9am to 5pm followed by networking/cocktails
Includes: Tea / Cofee, Snack, Lunch and a copy of the book "Scaling Up" by Verne Harnish

TICKETS

EARLY BIRD (up to 31st July)
LKR. 30,000 - Public

REGULAR
LKR. 40,000 - Public

WHO SHOULD ATTEND?

Hesitant to spend one day off-site when growth demands your focus, 24/7?

Rockefeller Growth has an ROI you cannot afford to miss!

This outstanding one-day seminar is designed for CEOs, Managing Directors, COOs, CFOs and their executive team.

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For more information please visit events.eosrilanka.org or call on +94 765 770 000 or email admin@eosrilanka.org



"Since we have implemented the Rockefeller Habits in February 2006 with our whole team we have experienced 100% growth in revenue in that time year on year"

TY PEDERSEN, CEO, APPCO GROUP AUSTRALIA

"Verne's Rockefeller Habits has provided us with the focus and discipline to ensure consistent growth whilst providing a framework to maintain and energise our corporate culture."

TRENT BROWN, CEO, EZYPAY

"I attended a one day with Verne. It was sensational. I understood a better way to track my business & run it more effectively by the end of the day. A definite must-attend for business leaders & manager."

JOGN MCGRATH, CHIEF EXECUTIVE, MCGRATH PARTNERS



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