

## MARK SANBORN

Mark Sanborn, CSP, CPAE, is president of Sanborn & Associates, Inc., and the author of seven books, including *The Fred Factor: How Passion in Your Work and Life Can Make the Ordinary Extraordinary*, an international bestseller. His most recent release, *You Don't Need a Title to be a Leader*, is making an impact on leadership development at every level.



## BRAD SUGARS

Brad Sugars started the **ActionCOACH** brand when he was in his early twenties. Today the company is internationally recognized as the leading global Business Coaching firm and one of the most awarded franchises in the world. Brad's "pull no-punches" approach is a major reason he is such a sought after speaker. Brad's presentations are filled with ways to grow any businesses, told in a fun, conversational manner that leaves the audience wanting more. Thanks to his speaking style, along with groundbreaking content, Brad's seminars have a reputation as the business building event to see.



## THE EVENT

The Business Excellence Forum is 8 speakers ... 2 days ... and 1 unforgettable event, packed with more useful, effective, actionable and profitable information in a couple of days than most people get in 2 years of conventional business education.

In addition to Mark Sanborn and Brad Sugars, the Forum features 8 of the top speakers in the world of small business, as well as daily breakout sessions designed to deliver real, hands-on teachings to every person that attends.

Plus, participants will learn how to: build a USP that will blow away any competition; building a winning team and culture; master the "Cash Conversion Cycle" and how to increase cash in your business;

set up KPI's in your business; set bigger and better results from your team; create leaders at all levels, and turn more prospects into customers.

Finally, the Business Excellence Forum culminates with the 2012 Business Excellence Awards Night, a black tie gala event recognizing the "Best of the Best" in small and medium sized business achievement and success.

### Friday 13 January 2012

8:30 am - 10:00 am	Mark Sanborn	Hilton Ballroom
10:00 am - 10:45 am	Morning Break	Hilton Ballroom
10:45 am - 12:00 am	Mark Sanborn	Hilton Ballroom
12:00 am - 1:00 pm	Lunch	Rook's Corner
Choice of 2 sessions	Alignment to Your Legacy	Director's Row 1
1:00 pm - 2:15 pm	A Practical Guide to Creating a Culture	Director's Row 2
	Forecasting Cashflow	Director's Row 3
	Why Can't I get Good People on my Bus?	Director's Row 6
2:15 pm - 3:30 pm	Alignment to Your Legacy	Director's Row 1
	A Practical Guide to Creating a Culture	Director's Row 2
	Forecasting Cashflow	Director's Row 3
	Why Can't I get Good People on my Bus?	Director's Row 6
3:30 pm - 3:45 pm	Afternoon Break	Hilton Ballroom
3:45 pm - 4:30 pm	Speaker: Brad Sugars	Hilton Ballroom

### Saturday 14 January 2012

8:30 am - 10:00 am	Brad Sugars	Hilton Ballroom
10:00 am - 10:45 am	Morning Break	Hilton Ballroom
10:45 am - 12:00 am	Brad Sugars	Hilton Ballroom
12:00 am - 1:00 pm	Lunch	Rook's Corner
Choice of 2 sessions	How to Separate Your Business from the Competition	Director's Row 1
1:00 pm - 2:15 pm	How To Get More Referrals in Your Business	Director's Row 2
	Utilizing Human Behavior to Build Your Sales & Marketing	Director's Row 3
	Breaking Through the Clutter-Managing Time & Focus	Director's Row 6
2:15 pm - 3:30 pm	How to Separate Your Business from the Competition	Director's Row 1
	How To Get More Referrals in Your Business	Director's Row 2
	Utilizing Human Behavior to Build Your Sales & Marketing	Director's Row 3
	Breaking Through the Clutter-Managing Time & Focus	Director's Row 6
3:30 pm - 3:45 pm	Afternoon Break	Hilton Ballroom
3:45 pm - 4:30 pm	Speaker: Brad Sugars	Hilton Ballroom
6:30 pm - 7:15 pm	Pre-Dinner Drinks	Hilton Ballroom
7:15 pm - 12:00 am	Business Excellence Awards Ceremony (Black Tie)	Hilton Ballroom

# 10 Speakers ... 2 Days ... 1 Unforgettable Event!



**Alignment to Your Legacy:** Tim Jones  
13 January 1:00-2:10pm & 2:15-3:25 PM

As we get older the one thing we stop doing is dreaming, but if we understand what our passions are and how that passion relates to our business, it can make all the difference in the success we earn if we use that vision to set their priorities to ensure the growth and success of their business, balanced with the freedom of their life.



**How to Separate Your Business from the Competition:** Chuck Kocher  
14 January 1:00-2:10pm & 2:15-3:25 PM

You may face tough economic times but what most business owners don't realize is that if you can promise your customers a unique selling point (USP) and a guarantee while focusing on the big picture, you can absolutely crush your competition!



**A Practical Guide to Creating a Culture:** Doug Winnie  
13 January 1:00-2:10pm & 2:15-3:25 PM

Culture is a tangible, significant key to the success of any business. When you have a strong culture you can invest time and effort into your business and know you will see a return on that investment.



**How To Get More Referrals In Your Business:** Jim Palzewicz  
14 January 1:00-2:10pm & 2:15-3:25 PM

Referrals are more important than ever because people are more careful where they buy and the words of satisfied customers, especially customers that are their friends, can be very powerful and more impactful than any other type of advertising.



**Forecasting Cashflow:** Tom Palzewicz  
13 January 1:00-2:10pm & 2:15-3:25 PM

There are many factors that go into understanding and forecasting cashflow in any business. Most business owners don't understand what's in front of them because they don't know what they even have access to but every business owner needs to understand these factors to build a strong business.



**Utilizing Human Behavior to Build Your Sales & Marketing:** Peg Buehrle  
14 January 1:00-2:10pm & 2:15-3:25 PM

There are many factors that go into understanding and forecasting cashflow in any business. Most business owners don't understand what's in front of them because they don't know what they even have access to but every business owner needs to understand these factors to build a strong business.



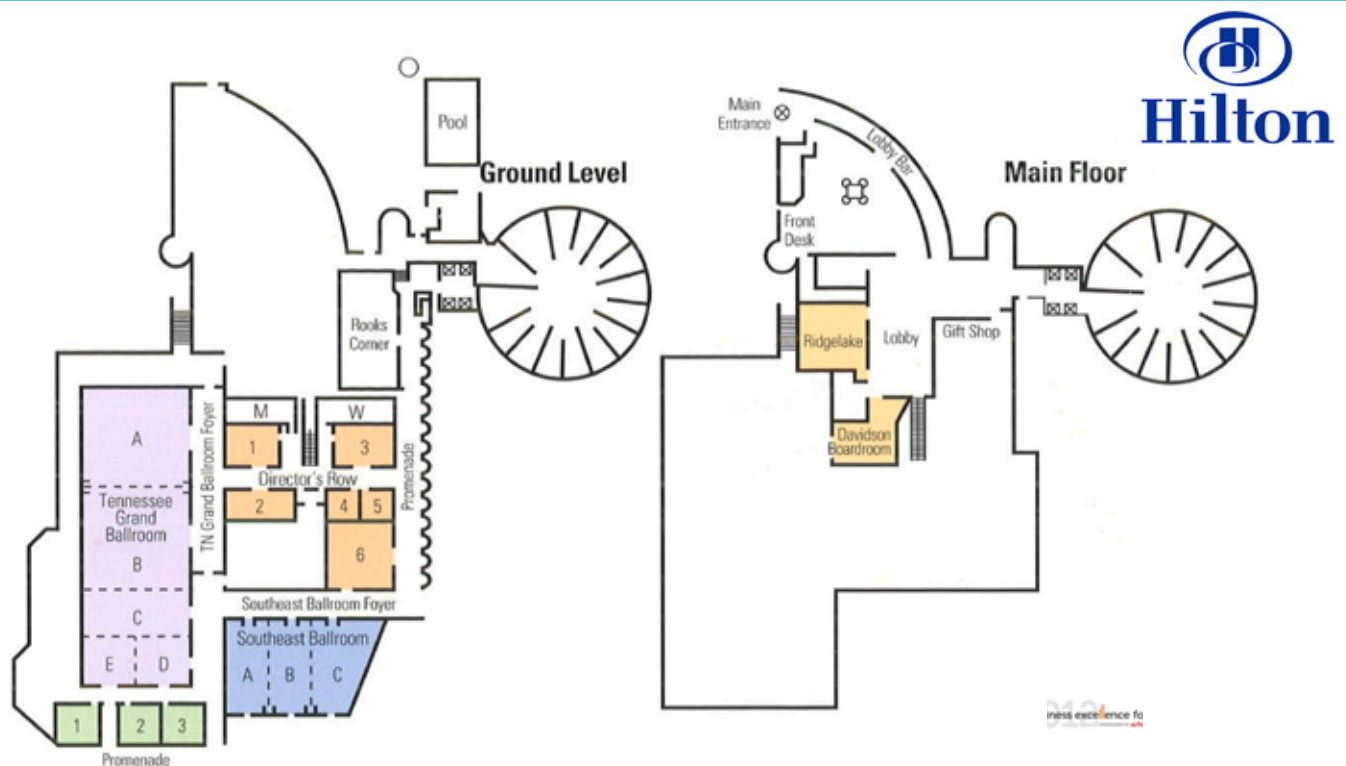
**Why Can't I get Good People on my Bus?** Rob Garibay  
13 January 1:00-2:10pm & 2:15-3:25 PM

Statistics state that for every 3 people the average business hires, one year from now they wish they hadn't hired two of them! Businesses that significantly beat those odds perform remarkably better.



**Breaking Through the Clutter-Managing Time & Focus:** Ford Kyes  
14 January 1:00-2:10pm & 2:15-3:25 PM

Statistics state that for every 3 people the average business hires, one year from now they wish they hadn't hired two of them! Businesses that significantly beat those odds perform remarkably better.



Register at [www.actioncoach.com/businessforum2012-event](http://www.actioncoach.com/businessforum2012-event)