

Repair, Renew or Reinvent Your Enterprise

Business Strategies for Tough Times

A HALF-DAY SEMINAR ON:

- Identifying which of five recession strategies is best for your enterprise.
- Staying cash positive and profitable in the face of shrinking revenue.
- Keeping customers when demand is down and competition is up.
- Recognizing and pursuing recession-induced opportunities.
- Leveraging underutilized assets to increase sales and productivity.
- Keeping your staff upbeat and invested in your enterprise's success.

WHEN:

Thursday, March 19

On-site check-in: 8:00 to 8:30 a.m.

Program: 8:30 to 12:30 p.m.

Coffee and light breakfast provided.

WHO SHOULD ATTEND:

- Business owners & executives
- Managers & management teams
- Marketing & sales professionals
- Product & technical staff
- Non-profit leaders & staff
- Attorneys & accountants

LOCATION:

Endicott College Center for Leadership
Van Loan School of Graduate
and Professional Studies
295 Hale Street, Beverly, MA 01915
Directions at www.davelash.com/map3

FEE:

\$95 per person

30% off for each additional participant
from your organization.

PREREGISTRATION REQUIRED:

Please register via credit card
by calling 978-232-2199.
Space is limited.

Presented by

ENDICOTT COLLEGE CENTER FOR LEADERSHIP



The management and professional development institute of the Van Loan School of Graduate and Professional Studies, the Center offers seminars, special lectures and events, workshops, consulting assignments, and non-credit certificate programs. The Center brings practitioners and faculty to work with manufacturing and service companies, community-based organizations, and municipalities to improve organizational, operational, and individual effectiveness.

Dave Lash & Company

STRATEGY • INNOVATION • FACILITATION

Instructor Dave Lash is a veteran of four recessions and a specialist in strategy for small and mid-size businesses and institutions. During the recession of the early 1990s, Dave played a key role in stabilizing and growing one of Boston's leading construction management firms. His diverse clients include new and established businesses, as well as MIT, Massachusetts General Hospital, and United Technologies. Dave blogs on business strategy at www.recessioneering.com



For further information on this program or a customized version for your organization, call Dave Lash at 978-468-6633