



What Today's Headlines Mean to Your Business – *Or Should* (1 hr format)

OVERVIEW:

Every CEO, owner, and executive team has enough to worry about these days; however, some things are hidden in plain sight. Headlines are filled with trends and traps for business success.

Vince's insights into breaking news include what it *could and should* mean to developing and executing your firm's strategic growth plan.

OBJECTIVES:

- Distinguish between fads and trends
- Contrast problems and predicaments of change
- Calculate the short and long-term impact of events on your firm
- Prepare an on-going means of monitoring internal and external shifts that affect profitability utilizing REACH Strategy Modeling Tool[®]

AUDIENCE:

Owners, C-Suite, General Managers, and Directors