



PRESIDENTS FORUM AGENDA

Date: **Wednesday, May 8th, 2019**
Time: 12:00pm-4:00pm
Location: **INVERNESS GOLF CLUB**
102 Roselle Rd.
Inverness, IL 60067

TACKLING THE FIVE TOUGHEST GROWTH CHALLENGES

- Based on work done with over 600 midsize companies
- Fresh insights and powerful success stories on key growth challenges all CEO's face
- Tools you can use immediately in your company to accelerate growth

Our speaker is about as good as they get in strategic marketing. Before joining Chief Outsiders 5 years ago, he was the CMO (chief marketing officer) for Kellogg's, P&G, Brunswick and Sargento. He also serves on several Boards for midsize companies.

Growth is a challenge for all companies today. With stronger competition, more complex buying processes and less efficient sales and marketing tools, it is difficult to determine if you have the right strategy...or if you are merely doing "random acts" of sales and marketing. Many companies are facing this challenge today and are frustrated with finding solutions.

This will be an interactive workshop that will outline an overall strategic approach to building a growth engine for your company. It will cover the top five toughest growth challenges.

Our speaker will share and discuss several tools you can use in your company immediately to help accelerate your company's growth. He will also be available after the meeting to walk you through some of the tools, if you have interest.

Questions covered will include:

- My market and business is changing, how can I stay ahead of competition?
- Should I expand my business footprint into a new segment or geography?

- How can I improve my business development ROI, should I hire more sales people or expand my marketing?
- How can I be more strategic with pricing?
- What is my company's value proposition; is it different, meaningful and better than the competition?

Since the marketing function is so often misunderstood in our companies, and since our speaker has such a breadth of experience in this multi-faceted topic, we will devote the entire meeting to all things marketing. Bring all your marketing related experiences and questions.

We will open up this meeting for you to bring your key growth executive.

FUTURE MEETING DATES

June 12th
Inverness G.C.

July 10th
Tour of Shure, Inc.

August 14th
Inverness G.C.

