

SCALING UP

Mastering the Rockefeller Habits 2.0



**Shannon
Chamber**
Advancing business together



PEOPLE



STRATEGY



EXECUTION



CASH



Business Growth Workshop with Verne Harnish

Dromoland Castle Hotel

Thursday, 26 September 2019

BREAKTHROUGH GROWTH begins with **4 Decisions** at the **Scaling Up Workshop!**



Every business leader faces common challenges. This world-renowned workshop will teach you and your team to master the Scaling Up framework (Rockefeller Habits 2.0). It has already empowered more than 40,000 executives to bust through the barriers of scaling up.

Verne Harnish will share tools to help you navigate the right decisions in each of these critical areas of business.



PEOPLE

Is your entire team happy and engaged? Would you rehire all of them if you were starting over today?

- You'll learn to attract, retain and engage the right PEOPLE.
- Increase accountability and results.



EXECUTION

Is your execution both drama free and highly profitable?

- You'll start implementing the Rockefeller Habits.
- Learn to master the 3 Disciplines of execution.
- Create a culture of accountability.
- Fine-tune processes to run without drama.



STRATEGY

Do you have a simple one-phrase strategy that everyone knows and that's driving sustainable growth?

- You will see how to develop a truly differentiated strategy that's also clear and simple.
- Clarify your core values.
- Discover your SWOTs and trends.
- Learn how to create 3-5 year strategies that accelerate growth.



CASH

Does your business produce enough cash from internal sources to fund growth?

- You will see how to improve cash inside the business.
- You will find new cash to grow and to weather the storms.
- Improve your sales cycle and make sure you are never short on cash.

Learn how to accelerate profitable GROWTH using the Rockefeller Habits™

Workshop Topics

Cash Model: how to double your operating cash flow in twelve months.

Marketing Intelligence: how leading firms “learn faster” to remain ahead of their competitors and to drive priority-setting.

People: how to select and hire A players and then avoid demotivating them.

Core Ideology: bringing your core values and core purpose alive, 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 that differentiates you from competitors.

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.

Rockefeller Habits Checklist: ten essential habits that reduce the executive time needed to manage the business from 50 hours a 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: using daily, weekly, and quarterly themes to drive alignment and focus.

Organisational Structure: the three types of organisational 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 organisation.

Testimonials

"The Rockefeller Habits are an incredibly powerful and transformative set of business tools. It is no exaggeration to say that adopting and implementing these tools has been fundamental to the success of the company. They are the rocket fuel that allowed us to scale our business in a systematic and focused way. Today, I can't imagine any other way of running a business."

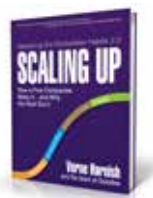
Gene Browne, CEO, The City Bin Co, Galway

"Our team benefited greatly from attending a 'Scaling Up' workshop. It equipped us with best-in-class tools and skills to develop a definitive strategy and get everyone aligned. It totally re-energised the team."

**Shane O'Neill, CEO,
Atlantic Aviation Group, Shannon**

"Having attended a 'Scaling Up' workshop, I am now applying the principles that I learnt from Verne to the recruitment arm of the business. I am looking forward to bringing my team to the workshop in Dromoland, which I think is a must."

**Edmund Jennings, Managing Director,
CREGG Group**



All participants receive a FREE copy of

- **Book: SCALING UP: How a Few Companies Make It... and Why the Rest Don't**
- **Workbook: Growth Tools**

Diary Note

Scaling Up 1-Day Workshop

DATE:

Thursday, 26 September 2019

VENUE:

Dromoland Castle Hotel

TIME:

09.00am – 17.00pm (registration from 08.00am)

PRESENTER:

Verne Harnish, Owner, Gazelles Inc
Author of 'Mastering the Rockefeller Habits'
www.gazelles.com

AUDIENCE:

CEOs, Business Owners/Managers, Executive Teams

FEES:

€295 Shannon Chamber Members
€395 Non-Members

INCLUDED:

All course materials, lunches and snacks



VERNE HARNISH is founder of the world-renowned Entrepreneurs' Organization (EO) and chaired for 15 years EO's premier CEO program, the "Birthing of Giants", held at MIT.

Founder and CEO of Gazelles, a global executive education and coaching company with hundreds of partners on six continents, Verne has spent more than 30 years educating entrepreneurial teams.

The "Growth Guy" syndicated columnist, he's also a regular columnist for Fortune magazine.

He's the author of Scaling Up, Mastering the Rockefeller Habits and, along with the editors of Fortune, authored The Greatest Business Decisions of All Time, for which Jim Collins wrote the foreword. Verne chairs annual Growth Summits in North America, Europe, and Asia and continues to teach in the MIT-based executive program he founded.

Residing in Barcelona, Spain, he's married with four children and enjoys piano, tennis, and magic as a card-carrying member of the International Brotherhood of Magicians.

To reserve a place on this 1-day workshop, register online at
www.shannonchamber.ie/events-training/

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