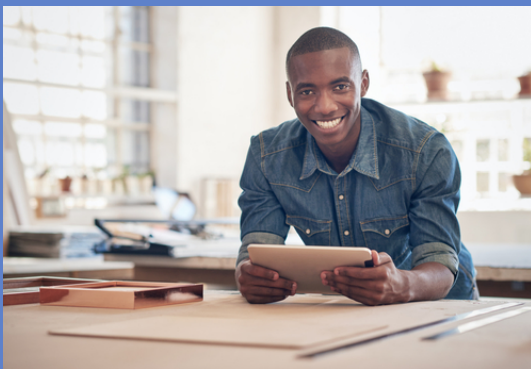




## TRANSPORT YOUR BUSINESS WITH THESE PRACTICAL AND TACTICAL FALL WEBINARS

Let's get ready for 2021 together!

[Click here to Pre-Register for one or all NOW!](#)



### Harness the Power of Technology to Work for You - Part 1

LUNCH & LEARN SESSION  
Tuesday, October 13, 2020  
11:00 - 1:00  
Facilitator | Kim Simon

**Technology, like anything in a successful business, must be managed. In Part 1 of this two part Webinar we will discuss:**

- HOW to manage the technology you currently use
- What to consider when buying or leasing new technology
- A look inside relevant cybersecurity issues to understand

- Important elements for running a business without getting overwhelmed by technology, applications and "the next greatest app"

Participants will have the opportunity to evaluate their current technology, and walk away with action steps that may eliminate technology burdens!

## Harness the Power of Technology to Work For You - Part 2

LUNCH & LEARN SESSION  
 Tuesday, October 20, 2020  
 11:00 - 1:00  
 Facilitator | Kim Simon



### In Part 2 of this 2-Part Webinar we will discuss:

- HOW to create a vision of what technology needs to be for your business
- What measurements around technology are important to consider

Participants will have the opportunity to consider if current technology is meeting the business need, what really can be eliminated and what really should be added to support and attain current and future goals. They will also utilize and discuss Overall Equipment Effectiveness [OEE]

NOTE: IT IS NOT A REQUIREMENT TO ATTEND PART 1 IN ORDER TO ATTEND PART 2, BUT it will be more beneficial to your overall learning outcome.



## It's a Brand New Day! Underlying Messages that Get Missed

LUNCH & LEARN SESSION  
 Tuesday, November 10, 2020  
 11:00 - 1:00  
 Facilitator | Kim Simon

**In this session we will look beyond the obvious marketing elements to uncover what information is missing and how that may be hurting the overall effectiveness of your brand and professional message. We will discuss:**

- HOW the obvious marketing elements get left behind
- What potential customers are looking for in your marketing messages
- What marketing REALLY looks like in your company today

Participants will have the opportunity to understand, through a review of current marketing tools, whether you are hitting the mark or leaving potential business behind through your marketing efforts.

## Plan it - Do it! Creating a Strategy for 2021

LUNCH & LEARN SESSION

Thursday, December 3, 2020  
11:00 - 1:00  
Facilitator | Kay A. Saunders, MBA



**Let's get smarter about how we move forward. The world has changed in many ways and strategies about how to move business forward must change as well. In this pre-2021 planning session, we will discuss:**

- Social and economic changes that might impact your strategy
- Ways to look at your capacity and what you will need to consider as you grow
- Becoming a more "sustainable" business

Participants will learn how to better approach internal business operations strategies that will give them the tools needed to become more "sustainable" - ready for whatever comes next. More proactive approaches and less reactive "gotchas".



**FACILITATOR | Kim Simon**

Kim focuses on providing business experience that offers innovative solutions to business problems. Kim is a thought leader and strategist and has spent 25+ years of her career as a developer of training and cross-functional processes. Kim has created models that have stood the test of time.



**FACILITATOR | Kay A. Saunders, MBA**

Kay Saunders is the Founder/CEO of Bellewether, an organization consultancy, and The Human Asset Imaging Institute, dedicated to the people side of productivity. Kay's approach to human performance, Interpersonal and multicultural dynamics provides organizations with outstanding perspectives on how to positively impact bottom line performance.

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