

ALDONNA R. AMBLER, CMC, CSP
The Growth Strategist™
Examples of Programs

**ACHIEVING ACCELERATED GROWTH
WITH SUSTAINED PROFITABILITY®**

The secret is to reverse the phrase. First, a business must be profitable. Unfortunately, profitability is fragile and without resilience built in, a business can free fall from financial health. Aldonna shares the steps on how to build resilience, achieve profitability and sustain it over time for a healthy bottom line.

**BREAKING THROUGH THE CLASSIC
BARRIERS TO GROWTH**

No, it's not your imagination. There really are walls that keep some companies from growing unless they adopt specific strategies. Aldonna approaches the classic barriers to growth in a lively, interactive style and encourages the audience to grow their companies to full profit potential. Strategies such as "go around the wall" or "getting a boost from a strong friend" can be translated into options such as **seek new channels of distribution** or **find a strategic alliance partner.**

NEW WAYS TO GROW
*Joint Ventures, Strategic Alliances,
Virtual Corporations and More!*

"If your goals are easily achieved by yourself, there is a good chance that your goals may be too small." Growth opportunities come in a variety of forms but a great deal of energy and resources can be wasted if an entrepreneur does not pause long enough to recognize what dynamics are already in place. Aldonna helps you to understand different growth strategies; when to apply them; how to recognize opportunities within your current market; identify prospective partners and negotiate the deal.

REAL-TIME STRATEGIC THINKING

The notion of a three-to-five year plan with fixed strategies is becoming obsolete. **In today's fast paced business climate, a good strategic plan must change quickly and adapt easily.** The new emphasis is a process that is on-going, decentralized, and resilient in terms of its ability to adapt quickly to changing conditions and lessons learned. You will learn visionary tactics to create an evolving strategic plan.

RE-ENERGIZE YOUR ENTERPRISE

Remember the excitement and pride you felt about your business when it was new? Learn the eight steps to re-energize your enterprise and build the confidence you need to take your business to the next level. Aldonna shows you the ways to find time to innovate when your employees are buried in work; get your marketing, management, and financial strategies working together; involve others in the growth of your business; find money hidden in your company and update your approaches so you're not left behind.

SELLING TO THE SMALL BUSINESS

Available in 1 to 4 Sequential Modules

As new trends, technologies, and market demands emerge, suppliers must be quick to recognize and capitalize on new business opportunities. The dramatic and continuing rapid growth of the small business market generates such an opportunity. But selling to the small business market presents very distinct challenges and choosing the approach that will lead to long-term relationships and profitability can be complex. Learn how to: Identify key buying trends, generate new ideas and concepts for strengthening your market position, and explore formulas for sales success.

#1 REQUESTED PROGRAM

SOLVING THE SUCCESSION PUZZLE

Strategic planning goals can only be achieved if an effective plan for identifying and developing leadership succession is in place. No longer just a matter of finding the right person for the job, succession planning is an on-going process needed to secure the future of your business. Aldonna brings the succession topic to life and helps you to: learn techniques to diagnose your situation, identify priorities to guide succession decisions, learn the steps to use in succession, and to spot the early signs that things are not going well.

Other Program Titles Include:

*Attracting & Retaining Long-term Corporate Sponsors
Perseverance and Resilience in Adverse Times
Capture Your Competitive Advantage
Planning and Managing Growth
Translating Vision Into Action
4 Entrepreneurial Styles
Other People's Money
Reach For It!!!*