

# KEYNOTE PRESENTATION



**ADVANTUS** MARKETING

ADVANCING YOUR MARKETING MOMENTUM

## Marketing and Managing Your Business *Transitioning from a Sole Proprietor to a CEO*

As a business professional, your clients are your business. Yet, as each year progresses it becomes increasingly difficult to provide engaging, meaningful experiences for your clients and relationships based on the growing demands on your time. Many businesses cross into the important threshold of investing in staff or junior associates to support the growth and management of their practice. They invest in operational technology or strategies to maximize the equity and succession value of their practice. The key is knowing how and when to do this properly. This thought-provoking presentation helps leaders transition their thinking from a sole proprietor to operating as the primary CEO and Chief Marketing Officer of their business.

### *You Will Learn the Necessary Functions and Tasks of a CEO, including:*

- *Strategies for creating the vision and business you want*
- *The components of a strategic business and marketing plan*
- *Organizing your business and service model for more profitable endeavors*
- *Setting the tone and culture for increased performance from your team*
- *Maximizing the future equity and succession value of your practice*

Suggested Presentation Time: 60 to 90 minutes

