



You and Your Business Survived the Pandemic, Now What?

A Roadmap to Post-Pandemic Success

Dates: 9/30 - 10/14/2020

Time: 5:00pm - 8:15pm

Location: McHenry and Online - Hybrid

Instructor: Mike Tumbarello and Sarah Myers

Cost: MD Sr \$94 GC \$99 OOC \$104 OOS \$109

The world has been through a truly devastating period of pain and change. This practical workshop will help small business and non-profit owners and managers take a deep breath and assess where they are now, where the business environment is, where it is headed and what steps they can and should take to ensure sustainable success for their enterprise. During this class, participants will learn how to conduct a personal and business mission/vision self-assessment; understand changes to the business environment and buyer needs and behaviors; build and reposition their brand; execute against critical success factors; better communicate value to customers; build sustainable competitive advantage, and manage their enterprise for success.