

Listening to Your Business

A Small Business Strategic Planning Workshop



Too often business owners and managers get caught up in their own company's daily operations and do not take time to plan for the future. In essence, they spend all their time working **IN** the business rather than **ON** the business. The **Listening to Your Business** workshop will provide you with the tools you need to spend time **ON** your business to plan for the future.

Listening to Your Business is a hands-on workshop designed to provide business owners and managers with the critical evaluation tools and action steps they need to maximize the growth and profitability of their business. Through this workshop, you will take time to listen to your business and develop a strategic direction for the future. Tools and resources will be available to help you take the necessary steps towards achieving your vision.



Thursday, May 29 ♦ 9:00 a.m. to 3:00 p.m.

**Lincoln Land Community College
Southern Region Education Center**

1 Lincoln Land Drive ♦ Litchfield, Illinois

Facilitated By: Sharon Alpi, Coleman Professor of Entrepreneurship & Director of the Millikin University Center for Entrepreneurship/Tabor School of Business; and Connie Beck, Director of the Millikin Regional Entrepreneurship Network/Tabor School of Business.

Workshop Fee: \$100 (\$75*) for 1st person from a business; \$75 (\$50*) for each additional person from the same business. Includes cost of lunch and materials. Fee can be paid by check or credit card. (*Cost for members of area chambers of commerce or economic development organizations.)

Registration: Attendance is limited to 20 participants. For more information or to register, contact Art Knippel, Director of the Carlinville Entrepreneurship Center, at 217-854-9652 or aknippel@millikin.edu.

Presented by

Carlinville Entrepreneurship Center

Millikin Regional Entrepreneurship Network

[Serving Montgomery, Macoupin & Greene Counties]

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