

An MRI for the Business with Growing Pains

“Finding and Fixing Your Business Issues”

Conducted by Dick Hall

Dick Hall has experience in a broad range of business environments. He was a director at a major telecommunications company, a senior business consultant with a large technology consulting firm, and owner of a consulting firm working with small business startups. He is the author of two business planning books and developed and taught courses based upon those books. This seminar is based upon principles and concepts from his books. He is a long time SCORE counselor.

Seminar Approach:

The material is presented in four lecture/discussion segments as noted below. The content is designed to help you identify the causes of your critical business issues and develop solutions for those issues. Participants are encouraged to discuss their specific business issues.

Part 1 - Goals for Your Business

- What are your business goals
- Are you meeting your goals
- What do you believe is your most critical issue

Part 2 - The MRI Model and the six Core Business Elements

- Products and services
- Customer profiles
- Competition
- Pricing and competitive edge
- Advertising
- Sales

Part 3 - Financial Analysis

- Sales
- Revenues
- Expenses
- Profits

Part 4 - Findings, Conclusions, and Action Plans

Where and When - See Seminar Schedule for Dates