



# Finish Strong in 2010! Explode into 2011 with Dave Anderson's Strategy Summit!

Spend three intense days creating your organization's 2011 vision,  
strategy and tactics to have your best year ever!

Three Intense  
Days!

Bring Your Key  
Team Members!

Our Highest Rated  
Workshop Eight  
Years Running!



November  
10-12  
The Gaylord Resort  
in Dallas, TX  
Limited Seating  
Available

**Dave Anderson will teach you how to set the  
stage for record profitability in 2011!**

- Most businesses start the year with cloudy goals, decaying strategies and weak tactical implementation. Don't let this happen to you!
- You'll learn what you need to know to devise the vision, strategy and tactics necessary to have your best year ever in 2011!
- Best of all, because of our multiple breakout sessions complete with personal coaching from Dave Anderson, your team will leave with the most profound plan for a year's success you've ever had.
- Six weeks of step-by-step tasks are provided to complete after returning to your business before final vision and strategy roll out.

• **This year's workshop will focus on rebounding, recovery and growth during and after a downturn!**

- Don't miss your one and only chance this year to equip your team for a great finish in 2010 and their best year ever in 2011!

#### **When you leave the Strategy Summit...**

You will have a complete framework for 2011's vision, strategies and a blueprint for tactical implementation.

This creates powerful momentum as you finish 2010 and roll into 2011!

***"You work in your business all year.  
Take three days to step back and work on it."***

# **Dave Anderson's Strategy Summit!**

## **November 10-12, Dallas, TX**

**DAY  
1**

### **How to develop your Grand Vision for 2011**

- Laying a foundation: Defining organizational vision, strategy and tactics.
- Knowing where to start: Determining where you are as a foundation for where you will go in 2011.
- What a business vision is and isn't. Review of successful, sample visions and how they were implemented and then develop your own vision for 2011.
- How to get others to buy into your vision.
- Keeping the vision alive: Ten keys to communicating it consistently, credibly and creatively.
- Multiple breakout sessions with your group.

**Very limited  
seating in 2010.  
Call to reserve your  
space now!**

**DAY  
2**

### **Vision without strategy is hallucination: Five keys of strategy**

- Strategies for developing a unique competitive edge and dominating your marketplace coming out of a downturn.
- The difference between strategy and tactics with actual examples and how to implement successfully.
- Setting the stage for strategy: 24 sample strategies provided to apply to your business.
- How to weave the four cores of corporate growth into your strategy.
- Multiple breakout sessions with your group.

**DAY  
3**

### **Implementing your Vision & Strategy: Where the Rubber Meets the Road**

- How to enroll others in the strategy.
- The role of cost-cutting in strategy and how to tie it to your growth strategy.
- Parallel execution: The key to creating lasting change and results.
- The importance of strategic reviews: How to stay flexible yet focused throughout the year.
- Planning for seismic shifts in the marketplace.
- Multiple breakout sessions with your group to finalize your plan.

### **Investment Package includes: (Tuition for this workshop has not risen in eight years!)**

- Two attendees from your organization for three days of intensive training.
- Breakfast, lunch and snacks each day.
- Intensive course workbook.
- Total package for both attendees is \$4,900 (\$1,500 for each attendee you bring over the two included in package price). Does not include transportation or lodging costs.

### **Follow Through After The Summit!**

- Follow-through action plan workbooks complete with weekly action steps to complete your 2011 vision and roll it out by January 1, 2011 is included in the package!
- E-mail / telephone access to Dave Anderson through December 30, 2010 for personal coaching on all aspects of the Strategy Summit is included in the package.

▶▶▶ **Register Today!** ◀◀◀

**Call 1-800-519-8224 or in Canada call 818-735-9503 or e-mail [Dave@LearntoLead.com](mailto:Dave@LearntoLead.com)**