

VIOLAND



MANAGEMENT
ASSOCIATES



Business Planning Retreat

Chart Your Course To Success

Let Violand's Management Team Help You Chart Your Course To Success By...

- *increasing your company's profitability.*
- *engaging your people in growing your business.*
- *renewing your zest for the future!*



Choose Your Destination

Violand's Business Planning Retreat is designed specifically for restoration and cleaning companies regardless of their size. This is not a how-to seminar or a generic, off the shelf business planning program. This is hands-on instruction with a full staff of VMA Business Development Advisors leading you through the process of writing an effective business plan—one specifically suited for your company's size, customers, services, and dreams. They'll help you see clearly where your company is now, what you want to achieve, and help you draw a map to get there.

- Pre-Retreat Webinars give you the opportunity to include all the key people in your organization in the planning process and to arrive at the Retreat prepared and ready to hit the ground running.
- A SWOT Analysis provides an in-depth breakdown of your business to aid in laying out a plan for your professional growth in the coming year.

Chart Your Course

A successful business plan includes measurable objectives for the core areas of every business: finance and accounting, operations, sales and marketing, and people. In addition to helping you draft business objectives for these core areas, we help walk you through the process of defining workable strategies and tactics to achieve them.

- You'll develop a well-tuned Marketing Plan that includes a competitive analysis of your company, sales goals, and strategies to give you the advantage your company needs to compete and win in today's competitive market.
- You'll receive Major Business Objective worksheets for the four core areas listed above.
- The Retreat format provides a tremendous opportunity to gain additional input from veteran attendees into how to organize and adapt your plan in order to get the most from it.

Resort Destination in November

Ohio in October



“You’re never going to write your business plan in your office; it’s not going to happen. You have to get away where you can think clearly.”

– Chuck Violand

“Without this Retreat our company would still be like so many others who have no idea what their numbers are telling them. By getting our fingers on those numbers we have been able to not only grow our business, but do so with a healthy profit margin!”

– Michelle Newton, Newton’s Cleaning Specialists, Inc.

“This program is like creating a blueprint for business success. It gives me the confidence to make informed decisions on planning everything from staffing decisions to purchases and marketing.”

– Jeremy Hongslo, T.C.M Restoration & Cleaning

Finance The Journey

Business owners throughout the US and Canada rely on the sophisticated, yet easy to use financial forecasting spreadsheet developed, and included, as part of this program. The Violand team not only provides you with target percentages of the best-performing companies, but will help you adapt them to fit your own company. Finally you’ll have targets for all the important numbers in your business. You and your management team will leave the Retreat armed with goals to aim for in the coming year.

- As part of the Retreat, you’ll outline a detailed 12-month Financial Forecast and 5 year Sales Projection.
- You’ll establish Key Performance Indicators for critical areas of your business. so you and your leadership team have specific, measurable targets to aim for in the coming year.





Scott Tackett

Tom Cline

Tim Hull

Chuck Violand

Surround Yourself with Our Team of Advisors

Writing a business plan can be a daunting task on your own. That's why at the Violand Business Planning Retreat you'll have our entire team of business advisors to help you. Each of our advisors has a wealth of experience in his own field of expertise, as well as years of experience working individually with business owners like yourself.

The Business Planning Retreat is your opportunity to tap into the combined talents of our advisors as you draft your plan for the future, making the whole process easier and ensuring you'll walk away with a plan that works.

Violand Management Associates, LLC, is a consulting firm who works internationally helping entrepreneurial companies achieve sustained, profitable growth. Our Business Planning Retreat is one of several executive development programs offered in addition to our Advisory Services.



www.violand.com/programs/business-planning-retreat

