



WORKSHOP TESTIMONIAL

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Over the past few years, my leadership team and I have worked closely with Myron Beard to overcome blind spots. As a result of our relationship with Myron, we have been able to successfully grow our business and create a robust leadership succession plan.

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Terry Carlsgaard,
President, The
Industrial Company
(TIC)

THE BUSINESS OF LEADERSHIP A DNA of Leadership Workshop

A company can be filled with charismatic, visionary leaders, but if those leaders don't understand how their organization makes money, the company is in trouble. Through **case studies** and **interactive learning**, Beard Executive Consulting's **The Business of Leadership Workshop** gives your leaders the tools to understand how their function or team fits within the business model. Bringing in revenue becomes easier when all teams set their sights on the same prize.

WHAT YOU LEARN

- ◆ The Disciplines of Business
- ◆ Understanding Your Organization's Business Model
- ◆ Understanding the Numbers
- ◆ Knowing Where Your Team Fits in the Business Model
- ◆ Aligning Your Team with the Business Model

THE OFFERING

The **Business of Leadership Workshop** can be tailored for groups of 10 to 30.

Half-Day Workshop: Leaders leave with a better understanding of your business model and the tools they need to start aligning their function with the financials.

Full-Day Workshop: Leaders learn the importance of the organization's business model, and leave with a plan for how to better align their team or function with the business model.

90-Minute Condensed Webinar: The Business of Leadership Workshop is also available as a 90-minute webinar. The webinar includes workshop materials and a "live" question and answer session.