



Sharpen 2020 Workshop Schedule

Location: Classic Wine Storage & Services, Southlake Texas

Day 1 – Thursday, January 23

8:30 a.m. Registration & Breakfast

9:00 a.m. – 6:30 p.m. Workshop (Lunch & Breaks in between)

- Welcome/Housekeeping
- Food for Thoughts Questions
- Your Vision for Your Business and Life and How to Get It
- Your Average Owns You
- Power of One (Stop Spinning in Circles)

Break

- 10 Reasons Why it Might Be Time to Let it Go
- Evaluate Your Current Income Streams
- Where Did They All Go and Why Did it Change?
- What Exactly Do You Do? (Brand and Mission – Mastermind)
- Consistent Revenue

Lunch

- Speaker – Marshall Doyle, “Setting Your Business Up to Sell”

- The Pillars that Every Business Needs for a Stable Foundation and to Scale
- Lifecycle of Your Business

Break – with snack

- “Love Them or Hate Them” Chef Jon Bonnell
- Profiling Current Clients for Consistent Income and Advanced Profiling for Those that Know
- S.W.O.T. Analysis with Candice Andersen

Day 2 – Friday, January 24

8:30 a.m. Breakfast

9:00 a.m. – 6:30 p.m. Workshop (Lunch & Breaks in between)

- Coaching Programs and Changes and New Offerings
- Panel Discussion with Candice Anderson and Jim Herrera
- What Worked & Didn't Work in Marketing 2019

Break

- Speaker – Vivienne from Hounds Tooth Media Group – (How Do You Make Google Happy?)
- Building New Revenue Streams for Increased Cash Flow
- 5 Phases to Scale Your Team-Managed Company
- 2020 Food Trends & How They Can Benefit Your Business - Plus, Try Some Samples!

Lunch

- From Behind Your Stove to CEO So You Can Go on Vacation

- Goal Setting and Actually Doing Something About Them

Break

- Putting Together an Action Plan
- Prioritizing Goals
- Q & A
- Champagne toast!

Please bring with you:

- A laptop if you wish to take notes and do a bit of research but not necessary as most can be done on the phone
- Your brand statement if you have one (and can find it),
- Any marketing questions that you have
- Your most burning and frustrating question that you need answered about your business or all of them.

If you think through questions a head of time this workshop will be more powerful for you. These days are a bit longer and an afternoon snack will be provided but since lunch is a bit later especially for you guys on East Coast you may want to bring a snack. However a light breakfast, substantial lunch and afternoon snack is provided.

Disclaimer:

We may not be able to cover all of these topics but will do as much as possible. It really depends on how much people are wanting to spend on each topic. I am not a 'by the book person.'

Each of you are at different stages of business, but are all serious business owners. We will create an environment that is warm, uplifting, safe and welcoming. Please come with an open mind, leave your judgements of yourself (and others) behind and come ready to work and have fun!