

A background image featuring several chess pieces on a checkered board. The pieces include a white king, a white pawn, a black pawn, a black king, and a white wireframe king. The board is partially obscured by a large blue geometric shape in the foreground.

Move From Seat of the Pants to Professional Management Best Practices

For Small and Medium Size Businesses



AIRTIGHT MANAGEMENT

Six Systems for Strategic and Operational Excellence

Seminars

Training Products

Implementation



How to Move From Entrepreneurship to Professional Management Best Practices

This seminar is for CEOs and senior managers at companies between \$1MM and \$50MM (SMBs) who are hitting plateaus and want to get to that next level. It reviews in detail ALL the management systems and procedures you need to scale a business and reach significant size.

Almost anyone can run a business with seven to ten people. After that the management skills are not as easy to learn on the job. You must draw from 75 years of management art and science and many management gurus or reinvent the wheel.

We have been assembling all the best ideas and practices since 1989 and AirTight Management is the result.

Cut Years Off Your Company's Learning Curve

THE SIX SYSTEMS FOR MOVING FROM ENTREPRENEURSHIP TO PROFESSIONAL BEST PRACTICES

FOR ESTABLISHED COMPANIES THAT HAVE ALREADY REACHED \$1M TO \$20M IN SALES

Day 1 Agenda

8:30 am	Registration
9:00 am	AirTight Management Foundational Concepts and Models
9:25 am	The Corporate Vision - The 11 Requirements and Why Visions Work
10:00 am	Break
10:15 am	The Six Systems Overview - Shifting Management Style and Focus - Why and When
11:00 am	1. Strategic Planning Process - The Three Steps to a Complete Plan
12:00 pm	Lunch
1:00 pm	Positioning & Competitive Landscape Mapping
1:50 pm	Innovation and Risk Mapping
2:34 pm	Break
2:49 pm	2. Management By Objective System - Focus, Congruence and Synergy
3:34 pm	3. Dashboards and Business Intelligence - Measure to Improve and Project
4:19 pm	Workshop on Tools and Q & A
4:49 pm	4. Strategic Budgeting - Empowering Managers and Projecting Accurately
5:49 pm	Final Q & A and Closing

I was skeptical regarding the value I might get from attending. I went, and was extremely happy with the higher-level strategy information and its application to my business. Following my "2nd" time attending, I became a coaching client too. I gained insights, perspectives and a ton of value. I recommend it HIGHLY and with confidence."

Craig Brenner,
CEO, NEDS

You Only Need Six Systems to Grow Any Business to over \$100 million in Sales



YOU CAN REINVENT THE WHEEL OR LEARN FROM THE TOP MANAGEMENT GURUS OF OUR TIME

Day 2 Agenda

8:15 am	Registration
8:30 am	5. Processes - Optimizing and Capturing Institutional Knowledge and Value
9:30 am	6. Human Capital Acquisition and Development (HCAD)
10:15 am	Break
10:30 am	Management Team Development, - Skills Set Matrix and Personalities
11:00 am	The Employee Development Ladder
11:33 am	Lunch
1:00 pm	Transitioning from Management to Leadership and Steering Culture Advance Leadership Principles
2:03 pm	Break
2:18 pm	Attendees Option: Product Development Magic or Branding
3:18 pm	Implementation Challenges - Developing Your Plan - The 3 Options
4:08 pm	Workshop
4:58 pm	Final Q & A and Closing

"What I like the most about the Boot Camp is that it is real. There is no fluff. One example is using Competitive Landscape Maps. You explain the purpose and process of using the tool and then you apply it, and people learn real things about their businesses."

**Paul T., CEO,
iFive Alliances**

Dates and online registration at: www.AirTightMgt.com or Call (617) 571-7591 for registration and all information regarding on-site team trainings.

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\$1495 Each
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