

The CEO & Entrepreneur Boot Camp

The Art and Science of Business Design™

"A wise man is he who knows he knows not." - Socrates



A Complete Blueprint for Starting and Running High Growth Businesses. Greatly improve your strategy, vision, business model design and management skills using a comprehensive and practical system developed over 15 years by a successful serial entrepreneur and CEO.



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PLANET**.com

Essential Resources For CEOs & Entrepreneurs at Emerging Growth Companies

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For Early Bird
Discounts

The CEO and Entrepreneur BOOT CAMP



**Find Out What
“You Don’t Know
You Don’t Know”**

The Art and Science of Business Design™

With The Art and Science of Business Design™ you will learn a comprehensive system for designing, developing, improving and running any business.

The Art and Science of Business Design™ CEO and Entrepreneur Boot Camp is a complete framework for starting and running high growth businesses. It combines all the knowledge, wisdom and insight developed over 23 years experience—including 15 years as a CEO—into one intensive seminar. It distills down the best ideas from over 1,000 business books into 12 different systems that will transform your business, improve your strategy, vision and management skills.

As a result this seminar will shorten any CEO or entrepreneur’s learning curve by many years and help experienced CEOs become world-class CEOs.

“This seminar contains everything I wish I knew when I founded my first significant company in 1989. Lots of it was learned the hard way, but now you don’t have to take 15 years and make many of the same mistakes most entrepreneurs do.” – Bob Norton

The Art and Science of Business Design™ is guaranteed to increase your odds of building a successful company dramatically. It’s designed specifically for serious entrepreneurs, CEOs and senior management team members who already have significant past management experience and want to grow their business to \$10 million, \$25 million or even \$100 million in revenue. At least three years of management experience is required to attend.

When you take on the herculean task of founding or running an entire business, you need to know how to design, plan and manage each of the enterprise’s key disciplines – Sales, Marketing, Finance, Operations and Product Development. You must also be good at selecting, managing and motivating people. And you must know how to refine, iterate and communicate your vision.

However, odds are you came up a career track and have mastered only one or two of these disciplines. That’s why we’ve developed systems and models that will help you make key decisions and get your team strategically synchronized to drive better results all around.

You Will Learn How To:

1. Provide models and roadmaps for success in each major business discipline
2. Understand what you “don’t know you don’t know” so you can break through whatever is holding your company back
3. Improve your company’s market position, sales and barriers to entry
4. Drive your risk and capital needs down
5. Use frameworks for better management, leadership and employee development

As past attendees have attested, this seminar will enable you to use best practices across your entire business and create more success. View video testimonials from attendees and get more information at www.CLevelBootCamp.com.

“I thought this seminar was appropriate for any senior level executive to get on the same page strategically with their team and boost their business. I feel I greatly underpaid for the value delivered.”

**John Edmond,
President
Angel Data Networks**

A Note from Our Founder Bob Norton:

When I first became a CEO, I began reading four, five and six business books a month. I subscribed to multiple business- books on tape programs. I attended many seminars, conventions, workshops, boot camps, and other executive forums.

And then, I began to notice something. All these authors were experts in only a single discipline. They could never tie everything together in a strategic framework that would promote success and growth across the entire organization. In any real-world business, all these disciplines are tightly interconnected. Yet very few authors and no seminars I am aware of offer this broad perspective appropriate for CEOs and entrepreneurs. They are an inch wide and a mile deep because the creators are specialists in one area. But wearing many hats at an early-stage you need to be a generalist with much broader knowledge and participation in several areas of the business.

What is needed is a broader scope of responsibilities to understand all the business disciplines at the highest level so you can help design and manage them. These need to be integrated effectively into a philosophy that you will make your own, but that is based on as much experience as you can possibly gather from others who have been there before. Unfortunately this can only be gained after many years experience as an operating CEO, so few people were really in a position to develop this kind of training program.

With that unique perspective I knew I had to create a new kind of CEO and Entrepreneur Boot Camp – The Art and Science of Business Design™. The framework we have designed draws on everything I have learned over the course of my 23-year career as a VP, CTO and CEO.

We firmly believe that attending this seminar will allow you to save, or make, at least an extra \$100,000 for your company in the following year. In all likelihood you will get 100 times your money back! It is only a question of how long that will take. Enrollment is limited, so I urge you to reserve your seat today.

I hope to see you there!



April 21st - 22nd
Waltham,
Massachusetts
Early Bird Registration Deadline
March 21st

June 2nd - 3rd
Atlanta,
Georgia
Early Bird Registration Deadline
May 2nd

September 15th - 16th
Chicago,
Illinois
Early Bird Registration Deadline
August 15th

October 21st - 22nd
Orlando,
Florida
Early Bird Registration Deadline
September 21st



Advanced Boot Camp
December 3rd - 9th
Caribbean Cruise
Early Bird Registration Deadline
October 15th
(Cruise Format: Six mornings
for 3 hours on a 7 day cruise)

For most current information on available dates, or to register online go to:

www.CLevelBootCamp.com

The Art and Science of Business Design™

CEO and Entrepreneur Boot Camp Agenda

BUSINESS MODEL DESIGN

1. **Developing a Corporate Vision** - What elements do you need for a complete and successful vision that can be understood and developed by your staff? How do you verify that your vision can work in the real world, and how do you design and optimize your business model around it? When should you change your vision, and when should you stand your ground?

2. **Market Research and Competitive Intelligence** - Here is a step-by-step plan for developing superior market research with minimal resources. You will learn new ways to collect free data and filter out bad information, as well as when to ignore customer feedback and when to take it very seriously. You will also learn how to better understand your market, your competition, and your target customer.

3. **Competitive Strategy and Positioning** -Your market entry strategy should usually be very different from your long-term market po

LAUNCH

6. **Product and Service Development at Light Speed** - How do you guarantee that your product or service has a market? What steps do you take to verify and test the product? What twelve things, when used together, can get you five to eleven

times the average productivity of your competitors and the market as a whole? Learn "skunkworks" techniques that will maximize your product development productivity and innovation.

7. **Entrepreneurial and Intrepreneurial Marketing** - How do you know if your business needs branding, advertising, and/or direct marketing approaches? Here you will find a simple step-by-step framework to decide. Not all companies should have a full-time marketing employee or department. What about yours? When and how should you use consultants? How do you know you have enough market research? You will learn about a variety of marketing methods in this session.

8. **Sales and Sales Management** - Sales is what makes or breaks most companies. Selecting the right target customer, sales processes, systems, salespeople and sales managers are all critical. We will have expert speakers with tremendous sales and sales management expertise to help you avoid the many deadly traps that can arise when setting up a sales department. When do you use direct sales, versus reps or other channels? How To Hire The Best Sales People!

9. **Operations and Customer Service** - What type of person will do the best job for you long term?

GROW

13. **Using Outside Professional Services** - Virtual companies have been a trend for many years, and have recently become a necessary component of most early-stage companies. In what areas do you only need a small slice of a full-time person so that you are better off with a consultant? How do you

identify the best and not spend your life interviewing? You will learn how to use consultants, lawyers, accountants, outsourcing, and off-shoring effectively and for competitive advantage, as well as how to remotely manage these projects and avoid common traps of outsourcing.

14. **Managing Growth And Breaking Through Limits** - When do you change and how fast? When do you add layers of management and more senior level team members? How do you build an advisory board and board of directors that will really

After This Your Company Will Never Be The Same.

How do you minimize capital usage and avoid competition and attention from big players? You will learn to develop your Unique Selling Proposition (USP) while avoiding direct competition with larger companies and leveraging what you know through competitive intelligence.

4. Building Your Team: The Skill Set Matrix™ - Here you will learn an objective and systematic approach to building a more complete team and filling in any gaps. There are typically 20 different skills needed at each stage of a new company's development. Over the growth of a company from raw startup to the \$100 million level, that translates to about 100 skills. Who do you need, when and with what skills at what level? What personality types work best and how much experience do they need at the stage of development of your company today? How do you prepare and adjust this for your company's growth and rate of growth?

5. Risk Assessment, Reduction, and Management - How can you limit and manage risk and reduce the capital required to optimize your ownership? Management of risk is a must in any business, and sometimes must be done aggressively to gain competitive advantage on larger players. Here you will learn a system to identify, evaluate, and communicate risks, allowing you the opportunity to minimize them.

You will learn to develop a corporate "dashboard" for your business. This will provide a framework for setting up and monitoring customer interactions, satisfaction and results.

10. Communications, Culture and Delivering - Hiring smart people you don't have to "untrain." Programming in the right "culture." This tool will help you get a better handle on your business and improve your projections and results consistently.

11. Hiring The Best - Nothing can kill your company like bad hires. Here is how to avoid this 90% of the time with a step-by-step process to filter and select the best candidates for ANY role in the company from individual contributor to executive. Now there are proven, superior ways to screen and test people, and you will get a set of step-by-step tools that will change the way you think about your hiring.

12. The Financial Plan - What are the key metrics for your business that should be monitored and pursued? What milestones should you set and monitor closely to know when to make adjustments? How much effort do you need from a financial expert? Financing your business and understanding its sensitivity to financial factors are keys to success. You will learn to build a financing mosaic that draws financial resources from many sources, not just one, as well as to verify key assumptions and develop what-if scenarios.

help. Here you will learn about the important stages of a business. Raw Startup companies, Early Revenue, Growth, Established, and Mature companies are all very different. Executive decisions should vary at each stage of development. Your speed of decisions, risk profile, management systems, employee selection, compensation systems, and many other things should be adjusted. Here is a system of organizational development to guide and calibrate your business to needed evolutionary changes and avoid common founder traps.

15. Pulling It All Together - We will review the entire framework of our Rapid-Growth-By-Design™ process, including how and why it all works together. We will design an entire business in groups and present these ideas for feedback. You will finally understand why this whole system will achieve greater success and faster growth for any business and have earned your "Masters of Business Acceleration" certificate.

Although we expect to cover all this material at every event, specific content, schedules, breaks, and meals are always subject to change and guest speakers will vary by event.

For most current information on available dates, or to register online go to:
www.CLevelBootCamp.com



The CEO and Entrepreneur BOOT CAMP

What's in it for YOU?



The Art and Science of Business Design™

Who Should Attend:

CEOs • COOs • Entrepreneurs • GMs
Senior Executives Who Either Run,
or Want To Run, A Business

Why Attend:

1. Learn to improve any business and get it growing more rapidly.
2. In two days, get a completely integrated, proven system for rapid growth distilled from over 1,000 business books.
3. Get an MBA (Master of Business Acceleration) in one intensive seminar. Your new knowledge is guaranteed to improve both your business and your career!
4. This seminar is designed and delivered by a serial entrepreneur and 15-year CEO, who has been involved in eight startups and two multibillion-dollar corporations and who has grown two companies from \$0 to over \$100 million in revenue.
5. You'll hear from four expert speakers who each have over 20 years of experience in the key management disciplines you need to be successful today.
6. You get a 350+ page reference manual that you will use again and again.
7. You get a CD-ROM filled with easy-to-use proprietary business design tools.

You Will Learn To:

1. Design and position a business for more sustainable competitive advantage and higher barriers to entry.
2. Optimize your business model for minimum risk and capital investment.
3. Better define the exact skills you need on your team and learn how to select people and interview for skills you do not have yourself.
4. Raise capital in any market from the best sources without giving away the company.
5. Inject entrepreneurial spirit into ANY organization, large or small, and improve product development productivity by a factor of FIVE TO TEN times the average or more.

6. Develop a marketing, communications and messaging plan, and a marketing department, that is accountable to a return on investment.
7. Develop and improve your corporate vision to better attract investors, employees and customers.
8. Plan, design and manage a sales department and select strategies, tactics and channels that will work for your business.
9. Hire the best people in every area and understand what personality types work best in each business area to create superior results.
10. Adjust your management style, risk appetite and executive decisions based on your company's stage of development as it grows from a raw startup to a significant business.
11. Manage employees and develop them into more valuable assets for your company's benefit and theirs.

And much, much more that we don't have the room to list here!

What You Will Get:

1. A sure-fire business and career booster that is not available anywhere else. The skills developed during this seminar will allow managers to move up in any organization
2. A complete system that will bring high-growth to any business
3. More cutting-edge, how-to content than you'll find in most 3 to 5-day seminars
4. Reference materials you'll use over and over again, including a 350+ page manual that includes all the slides, handouts and tools presented during the seminar
5. A CD-ROM containing the key tools, forms and templates that could save or make you millions in extra profits
6. Each attendee will also receive one hour of free consulting from our president and founder Bob Norton at our offices in Milford, MA. This is a \$400 value.
7. An ebook from our "Secrets of a Serial Entrepreneur Series." Four titles, all written by Mr. Norton
8. Breakfast, lunch and snack breaks included both days
9. A 100% money back guarantee (see web site for details: www.CLevelBootCamp.com)

Only 40 Seats
Available at
Each Event.
Call
508-381-1450
to reserve your
seat now.

Regular Registration: \$2,195
Early Bird Registration: \$1,895 (At least 30 days in advance)
Special rate for two people registering together:
\$1,650 each = 50% off for the second executive.
A \$500 deposit* will hold your seat until 30 days
before any event, then full payment is due.

For most current information on available dates, or to register online go to:
www.CLevelBootCamp.com

Mail & FAX Registration Form

REGISTER ONLINE AT: WWW.CLEVELBOOTCAMP.COM

Check the Event You are Reserving Seat(s) for:

- April 21st and 22nd – Waltham, Massachusetts
 June 2nd and 3rd – Atlanta, Georgia
 September 15th and 16th – Chicago, Illinois
 October 21st and 22nd – Orlando, Florida
 December 1st and 2nd – Caribbean Cruise (Cruise: Six mornings for 3 hours on a 7 day cruise and extra fee call)

INDIVIDUAL REGISTRATION

A \$500 deposit* will hold your seat till 30 days before the event.

Early (At least 30 days early): \$1,895/person*

Regular: \$2,195/person - Nonprofits

*Full payment for early registrations must be received by 30 days before the event to qualify for the discount. The remaining balance will be charged to your credit card 30 days prior to the event.

TEAM REGISTRATION

(by mail or FAX only, not available online)

Early (At least 30 days early**): \$1,595/person

Regular: \$1,895/person -
3rd person \$1,495 at any time

**Requires two or more to register together and pay in full at the same time. Team registrations are limited and cannot be canceled.

Name: _____ Name #2: _____

Title: _____ Title #2: _____

Company: _____

Address 1: _____

Address 2: _____ City: _____

State/Province: _____ Zip: _____ County: _____

Phone: _____ Fax: _____

E-mail: _____ (Required to receive notices and some material in advance of event.)

PAYMENT INFORMATION

TOTAL REGISTRATIONS FEE: \$ _____ Charge to: Visa Discover MasterCard

Name On Card: _____

Card Billing Address (if different): _____

Card #: _____ Exp. Date: _____

Signature (Required): _____

OR I am enclosing a check

Check # _____ in the amount of \$ _____ is enclosed made out to "C-Level Enterprises, Inc".

Mail to: C-Level Enterprises, Inc. • 68 Whitewood Rd. • Milford, MA 01757 or FAX to (801) 672-9640

Office Use: Approved by: _____ Date: _____

Notes: Due to limited seating, seats are only reserved with a \$500 nonrefundable deposit. Full payment must be received by 30 days before the event to hold that reservation. Cancellation policy: Full refund of entire fee minus a 10% processing fee with 21 days notice. After that registrants may transfer to another seminar date or apply the deposit to our products at www.StartupPlanet.com. Attendance is a license and attendees will be required sign a release to be recorded on video and/or audio tape and to not copy or distribute the copyrighted material they receive in any way except for use within their own business. For a money back guarantee you must leave during the first day and return all your materials complete before they are removed from the seminar site. Refund offer does not apply to cruise. This is an advanced course. A minimum of 3 years management experience is required to attend and no refund or guarantee will apply to people not meeting this criteria. See full details at www.CLevelBootCamp.com.