

# The CEO and Entrepreneur Boot Camp

**The Art and Science  
of Business Design™**

**"I could have saved \$40 million using one of your systems a few years ago."  
- David Lott, Limelight Media Group**



**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.**



**Atlanta, GA - June 23 & 24  
Chicago, IL - September 15 & 16  
Register Now  
for Early-Bird  
Discounts**



**Give me two days ... and I'll show you how to add \$100,000 to your bottom line - GUARANTEED.**

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 and presenters were experts in only a single discipline. They could never tie everything together in a strategic framework that would promote success and growth across an 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 of experience as an operating CEO, so few people are 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 over time! It is only a question of how long it will take. Enrollment is limited, so reserve your seat today.

I hope to see you there!

**Who Should Attend**  
CEOs • COOs  
Entrepreneurs • GMs  
Senior Executives Who Either Run,  
or Want to Run, a Business

**How You'll Benefit by Attending**

- 1 Design and position a business for more sustainable competitive advantage and higher barriers to entry.
- 2 Optimize your business for minimum risk and maximum attraction for capital investment.
- 3 Better define the exact skills you need on your team and learn how to better 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 an 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 start-up to a significant business.
- 11 Manage employees and develop them into more valuable assets for your company's benefit and theirs using the most appropriate methods for each person.

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





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

**“A wise man is  
he who knows  
he knows not.”  
– Socrates**



## 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.**

**T**he 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 of experience – including 16 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, and improve your strategy, vision and management skills.

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

The Art and Science of Business Design™ is guaranteed to dramatically increase your odds of building a successful company. 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.

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 five 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** Use different proven models and blueprints for success in each of 12 business disciplines
- 2** Understand what you “don’t know you don’t know” so you can break through whatever is holding you and 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

**View video testimonials from past attendees and get more information at [www.CLevelBootCamp.com](http://www.CLevelBootCamp.com).**

**“The boot camp gave me all the information I needed to fill in the blanks as I develop my new company. Even though I sold a large Inc. 500 company before, this gave me the models I needed to just drop things into place and greatly improve and speed up my business development process.”**

**– Susan Chandler-Duquette,  
CEO, DEI Business Consulting**

# The Art and Science of Business Design™

## CEO and Entrepreneur Boot Camp Agenda

### DESIGN & OPTIMIZE

**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 position, plan, and objectives. How do you assess the risks of launching a new product?

### 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 12 things, when used together, can get you 5 to 11 times the average pro-

ductivity 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 help you 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 done 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 salespeople!

**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 many early-stage companies. In what areas do you only need a small slice of a full-time person so that you would be 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 offshoring 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 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 start-up to the \$100 million level, that translates to about 100 skills. Whom do you need, when and with what skills at what levels? 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 these factors 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 over 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 Results** - 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 consistently improve your projections and results.

**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 process.

**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 assistance 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 start-up companies, early revenue, growth, established and mature companies are all very different. Executive decisions should vary at each stage of development. Your decision-making speed, risk profile, management systems, employee selection process, compensation systems and many other processes should be adjusted. Here is a system of organizational development to guide and calibrate your business for the needed evolutionary changes and to avoid the 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 you will have earned your "Master of Business Acceleration" certificate.

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

For the most current information on available dates, or to register online, go to,  
[www.CLevelBootCamp.com](http://www.CLevelBootCamp.com)



**If you keep doing what you have always done, you will continue getting exactly what you have always gotten. Only changes that shift your perceptions, and the resulting actions, can generate true positive change.**



## 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 16-year CEO, who has been involved in eight start-ups and two multibillion-dollar corporations, and who has grown two companies from \$0 to over \$100 million in revenue.
- 5** You'll hear from other expert speakers who each have over 20 years of experience in the key management disciplines you need to be successful today.
- 6** You will receive a CD-ROM filled with easy-to-use proprietary business design tools.

## What You Will Get

- 1** A surefire 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** Reference materials you'll use over and over again, including a 400-page manual that includes all the slides, handouts and tools presented during the seminar
- 4** A CD-ROM containing the key tools, forms and templates that could save or make you millions in extra profits
- 5** Each attendee will also receive one hour of free consultation from our president and founder Bob Norton at our offices in Milford, Massachusetts or by phone. This is up to a \$400 value.
- 6** Breakfast, lunch and snack breaks included both days
- 7** A 100% money-back guarantee

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

**For the most current information on available dates, or to register online, go to  
[www.CLevelBootCamp.com](http://www.CLevelBootCamp.com)**

# Reserve Your Seat in Advance and Save \$300

## 100% Guaranteed

**REGISTER ONLINE AT [WWW.CLEVELBOOTCAMP.COM](http://WWW.CLEVELBOOTCAMP.COM)**

### Yes, Please Reserve My Seat(s) For

- June 23 and 24 – Atlanta, Georgia       September 15 and 16 – Chicago, Illinois  
 October 21 and 22 – Orlando, Florida       December 1 and 2 – Caribbean Cruise (Cruise: Six mornings for 3 hours on a 7-day cruise and extra free call)

INDIVIDUAL REGISTRATION	TEAM REGISTRATION (by mail or fax only, not available online)
<input type="checkbox"/> Early (at least 21 days early): \$1,895/person*	<input type="checkbox"/> Early (at least 21 days early**): \$1,595/person
<input type="checkbox"/> Regular: \$2,195/person – nonprofits	<input type="checkbox"/> Regular: \$1,895/person – 3rd person \$1,495 at any time
<small>*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.</small>	<small>**Requires two or more to register together and pay in full at the same time. Team registrations are limited and cannot be canceled.</small>

Name: \_\_\_\_\_ Name #2: \_\_\_\_\_  
 Title: \_\_\_\_\_ Title #2: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Address 1: \_\_\_\_\_  
 Address 2: \_\_\_\_\_ City: \_\_\_\_\_  
 State/Province: \_\_\_\_\_ Zip: \_\_\_\_\_ Country: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_ (Required to receive notices and some material in advance of event.)  
 How did you hear about us? \_\_\_\_\_

### PAYMENT INFORMATION

**TOTAL REGISTRATION(S) FEE: \$ \_\_\_\_\_ .00** 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 can only be reserved with a \$500 nonrefundable deposit. Full payment must be received no later than 21 days before the event to hold a 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](http://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](http://www.CLevelBootCamp.com).



# Is Your Business Where You Want It to Be?

**“If I had these models two years ago I would be many millions of dollars richer today.”**

Recent Boot Camp attendee, Michael K., who does not want his competitors to find Bob's CEO training and coaching programs, so he won't list his name here.

## Is your business achieving its full potential?

If not, this seminar will give you the tools and perspective to accelerate your business

**– GUARANTEED!**

You will cut years off your learning curve, grow your business faster and with less risk and less capital.

See what others have said about this unique training program inside, and on video at [www.CLevelBootCamp.com](http://www.CLevelBootCamp.com). This seminar is exclusively for CEOs and entrepreneurs who want to build large and successful businesses with 50, 100, 1,000 or more employees. Mr. Norton has grown two different businesses to over \$100 million in revenue and shows you how to shift management gears throughout the growth process with minimum pain and risk.

**First Annual Entrepreneurship and Intrapreneurship Boot Camp  
for senior executives at emerging growth companies:  
Atlanta, June 23<sup>rd</sup> & 24<sup>th</sup> ♦ Chicago, September 15<sup>th</sup> & 16<sup>th</sup>.**



68 Whitewood Road  
Milford, Massachusetts 01757

Priority Code: