



John E. Anderson  
MS Management

## Why do some businesses grow when others are closing?

### Be Cause Business Courses 2012

- Business Navigation 101: Apr 11, 25, May 9, 23
- Strategic Planning: Apr 10, Jul 10, Sep 11, Oct 9, Nov 6
- Right Person, Right Job: April 24, September 25

*Scheduled dates for later 2012 courses at [BeCauseBusiness.com](http://BeCauseBusiness.com)*

#### Business Navigation 101

Tear Off the Blindfold and *Steer This Ship!*

##### Analyze:

What is your business situation? Design your future! Use analysis, prediction and targets to push beyond your past performance. Go to the next level.

##### Systematize:

If you can't express what you do, you don't know what you're doing. Develop effective systems that sync with your four main organization functions and your business vision, mission, purpose and values. Inspire staff to discover "best practices."

##### Then Communicate:

Can you improve customer satisfaction? Integrate your external marketing message with your internal staff communications so customers experience the promises your ads suggest.

*This 8-hour, four session online class is held on Wednesdays, 6 to 8 p.m., January 25, February 8 and 22, then starting again April 11. Sessions need not be taken sequentially. Course includes workbook and two hours coaching. Cost: \$99 for all four sessions, or \$45 per session.*

#### Strategic Planning: Insight to Action

Strategic Planning arms *YOU*, the business owner, with a sharp-edged awareness of how to move your enterprise from good to great.

How will you get from here to wherever it is you want to go? We will use Richard Rumelt's "kernel" to turn wishful thinking into genuine "good strategy." We'll start with a diagnosis, create a guiding policy and then lay out the necessary coherent actions to reach your targets. You will distinguish good from bad strategy using case studies of the successes and failures of other organizations.

Gain a keener understanding of where your organization stands today, both internally and externally in the marketplace. Lead your staff in SMART goal setting, progress evaluation and plan adjustment as your customers, competitors and the broader economy alter market dynamics. Periodic plan revision is a better strategy than failing to plan, and thereby planning to fail.

*This single session, online course is on Tuesday, February 7 and April 10, from 6 to 8 p.m. and includes two hours of coaching. Cost: \$45.*



**Satisfaction Guaranteed**  
**Register TODAY 800.249.1622**  
**Info@BeCauseBusiness.com**

## **Right Person, Right Job: Improving Staff Productivity**

An essential awareness workshop for every business owner, executive, and lead management staff! Participate to consider:

- ▶ **What is your organization's mix of A and B versus C and D performers?**
- ▶ **Are you fielding your best team?**
- ▶ **Are you maximizing yourself?**
- ▶ **What would be your company's capacity if all staff were top performers?**
- ▶ **How many people would you need if all were top performers?**

*This one session online course is Tuesday, January 24 and April 24, from 6 to 8 p.m. includes two hours coaching. Cost: \$45. Inquire about — Core Values Index required in advance.*

The three courses above are available online anytime as asynchronous distance education, call for details.

### **New courses coming: QuickBooks & Project Management**

#### **Instructor John E. Anderson's Biography**

John has many years of entrepreneurial experience founding, leading and advising organizations. He has a Master of Science degree in management. John's a management consultant and business coach who has begun, operated and sold ventures. As a journalist, editor and publisher, he writes and speaks on a variety of business topics. John has interviewed, coached and consulted hundreds of business operators. He's a professional member of the Institute of Management Consultants and an Area Governor in Toastmasters International.

He is president and founder of Be Cause Business Resources, Inc. which specializes in the preparation of organizations for key person succession and eventual ownership transfer and exit. Strategy, management and operations are among the subjects he has studied and taught.

With his master's in management and a bachelor's degree in philosophy, John has not only learned how to organize effective small working units, but how to do it in a way that is sustainable and enlivens customers, staff, owners and the community. John's casual style allows business owners to feel comfortable discussing sometimes sensitive subjects. John teaches face-to-face and online distance-learning courses.



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