

JIM'S KEYNOTE AND PRESENTATION TOPICS

HI-REV for Small Business

Entrepreneurs and Business Owners need to Think Like A Start Up, Lead Like A Pro! HI-REV is about Strategies, Systems and Practices that assure success despite market conditions. Based on the 2022 bestseller *HI-REV for Small Business* by Jim Cathcart and Dennis Madden.

Purpose

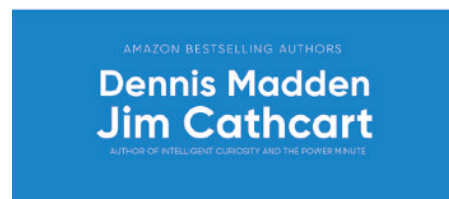
- Give people the confidence to press forward despite uncertainty or challenges.
- Show people how to take the lead and keep it.
- Empower them to lead themselves and to help others grow.

What Audiences Learn

- **Solving the Right Problems first**
- How to leverage your connections into assets.
- How to rethink your business, your customers & yourself.
- **Keeping Metrics that will tell you the truth.**
- How to understand your business trends.
- Mindset: Rethinking the purpose of business (To make life better for people, profitably).
- Assessing which of the "11 P's" you need next.
- **Focusing on what makes you win instead of on winning.**
- Listening to your customers differently.
- How the way you think about work shows up in your output.
- Lead people to become self-motivated.
- Know the Why of what you do.



A Faster Way to Profits



- The importance of keeping people in the right mindset.
- **How to craft Job Descriptions that work.**
- Achieving Ph Balance: Profits High & People Happy.

Time Frames

- Speech: 20-60 minutes
- Seminar: up to 3 hours
- Workshop: up to 6 hours or 2 days

Applications

For Managers, Owners, Leaders & Sales Professionals

- Coping with Change & Challenge
- Growing Your Business
- New Strategies for a Challenging Economy