

GO SLOW TO GROW FAST

ForbesBooks Author, Brent R. Tilson

Brent's Speaker Profile

1. Tagline

Go Slow to Grow Fast. Most business owners constantly have growth on their mind, but moving too quickly can have the opposite effect and have you searching for what made your business successful in the first place.

2. Expert On

- a. Entrepreneurship
- b. Organizational Effectiveness
- c. Performance Management
- d. Strategic Planning
- e. Leadership
- f. Business Growth
- g. Corporate Culture

3. Areas of Experience

- a. Consulting
- b. Small/Mid-Size Business
- c. Entrepreneurship
- d. Leadership

4. About Brent Tilson

- a. Brent R. Tilson is a nationally recognized entrepreneur, industry leader and civic advocate. He has been a champion for small businesses and entrepreneurs and small businesses since beginning his career as a Certified Public Accountant.

Brent is the founder and CEO of Tilson HR, a national professional employer organization providing comprehensive HR and benefits solutions to help businesses grow and thrive. Under his direction, Tilson HR now serves hundreds of clients in 49 states and has netted numerous awards and recognitions for its high growth and success including the Inc. 5000 list in 01', 02' and 03'.

Brent is also the best-selling author of "Go Slow to Grow Fast," a guidebook to driving and thriving in a fast-paced, competitive business world. In the book, he provides readers with practical tools, methodologies and advice on making sure their companies are at peak performance – no matter the stage of growth – and how to stay there.

The key, as Brent writes, is to Go Slow and truly understand the business's current capability; then you can make the necessary changes, adjustments and improvements to prepare for the future, and get ready to Grow Fast.

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During his tenure as chairman of the National Association of Professional Employer Organizations (NAPEO), Brent led an effort to pass comprehensive federal legislation, a watershed moment for the burgeoning industry.

He is active in the community, serving as past president of the Greenwood Redevelopment Commission and various positions at his local church.

5. Program Information

a. **How to Keep Your Company Thriving in a Fast-Paced, Competitive Business World**

Discover the most important information needed to move your business forward. Businesses that Go Slow, taking the time to invest and build the infrastructure that meets their needs today and the future, will best position themselves for success.

Brent's practical tools, methodologies, and advice are thought provoking yet simple. His innovative use of a business's "Lifeline™", combined with his "Quad 4" Methodology, helps leaders gain an understanding of how their business is performing today, and creates a road map for the future. Financial statements give leaders only a rearview-mirror look at a company's performance. The key is to have the information to look forward—through the corporate "dashboard" showing where the company is going.

During this keynote session, Brent presents tools for leaders to zero in on the critical numbers and measurements they need for monitoring overall corporate goals and initiatives – and build a high-performance business.

Together, we will answer questions like:

- How to get to – and stay – at business peak-performance?
- What are the key internal and external outputs you need to measure to monitor your company's effectiveness?
- What should make up your company's "dashboard"?
- What is the return on investment the company is getting from its employees?
- What will put the company out of business?
- Is the company outperforming the competition?

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b. Is Your Business in The Driving Zone or The Drama Zone?

Anyone who launches a business wants to see it grow – the faster the better, and tends to look at the positives – growth, revenue, sales – everything that drives a business. But the problem with this optimism is that it often times overlooks the drama a company might be in. Is it possible to grow too fast, and does that rapid growth send the business directly into the “drama zone,” placing it on the brink of failure?

In this keynote session, Brent warns of some of the drama zone factors – poor morale, reduced sales, internal mistakes, customer complaints – that can occur when growth exceeds capacity.

Measurements of both efficiency and effectiveness are critical, he explains, noting that a 1% increase in effectiveness can produce a 10% boost in the bottom line. By introducing his Quad 4 Methodology and the stages of the business Lifeline™, Brent offers practical tools and guidance to helping one get out of the “drama zone” and back into the “driving zone” where overall operational performance is in balance with financial growth.

Leaders will learn:

- What does it mean for a business to be in the “drama zone”?
- How can you know if your business is growing too fast?
- What is your growth ceiling? Have you already hit it, or how close are you to hitting it?
- What kind of steps need to be taken to get out of the “drama zone” and into the “driving zone”?
- Revenue per employee seems to be a number that’s more critical than a lot of people realize. Why is it so important?
- How does one measure high-performance if ROI and financial statements are not enough?

c. What Are the Top Mistakes You Can Avoid As An Entrepreneur?

Everybody who starts a business will make mistakes. The key, of course, is learning from them. However, if they can avoid making those common mistakes, entrepreneurs will be able to focus more on their individual projects and save valuable time.

The most common mistakes include overestimating your capabilities, focusing on financial growth rather than operational success, cutting the wrong costs, letting relentless optimism blind you to reality, and not planning strategically for the future of your business.

In this keynote session, Brent will discuss with entrepreneurs how they can avoid these and other pitfalls by recognizing what a business' capabilities are relative to its growth and adapting. Developing a reporting dashboard of critical numbers is one way to guard against the unbridled optimism exuded by many entrepreneurs. Critical numbers such as a decrease in revenue per employee; increased errors and mistakes; and decreasing morale will help entrepreneurs measure and monitor actual performance vs. expectations.

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Takeaways include:

- How do you know when you are taking on too much or have hit your growth ceiling?
- Can you identify your low-hanging fruit?
- What should an entrepreneur cut first? What should he/she cut last?
- The operational metric you're missing (RPE v. ROI)
- Nailing the annual business planning process
- Removing the truth filters that build up as the company grows

d. **5 Simple Steps to a High-Performing Company**

Make no mistake, the greatest investment a business can make is in its people and an effective performance management system it is the ultimate key to building a high-performance company. The challenge for small to medium businesses is that the demands on the employee performance management system grow exponentially as the business picks up steam. This is especially true in high-growth companies as their growth quickly outpaces the capability of the system even if there is one in place.

In this keynote session, Brent will explore the important elements of an employee performance management system which include the five basic employee lifecycle components: Find, Develop, Direct, Motivate, and Retain.

Business leaders will walk away having discovered how to:

- Maximize ROI per employee
- Increase their ability to hire the best and retain the best to outperform the competition
- Motivate excellence by creating a foundation for positive morale
- Develop their front-line managers
- Implement a comprehensive performance management system

e. **What Will Put You Out of Business**

Have *you* ever asked *yourself*, "What will put me out of business?" What is the first thing that comes to mind? An untimely death of the leader? The loss of a major client? A production line failure? A product recall?

We all admire ambitious entrepreneurs, but some simply overreach. On the other hand, what happened to that small coffee shop that opened down the street from your house and only survived for eighteen months? What caused them to fail? Was it the competition from the national chain that opened across the street? Was it the fact they didn't have a drive-thru? Or maybe it was because the owner didn't realize the stress of running the business manifested in rude interactions with customers.

All businesses have a Lifeline™ that is a reflection and accumulation of all of the decisions of the business. The business' Lifeline is either positive, which Brent calls the Driving Zone, or negative, which he calls the Drama Zone.

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During this keynote session, Brent will work with business leaders to think strategically about “what will put us out of business”. Leaders will anticipate challenges, look around corners, and put together a business plan based on evolving business climates to help guide them in the future.

Takeaways include:

1. Following four major initiatives in the process of planning and strategizing for what will put you out of business
2. Identifying external trends and disruptive technology for your market
3. Assessing operational effectiveness and what initiatives will increase ROI and RPE
4. What are the low-hanging fruits in your company?
5. What is one thing you can outsource to control costs, increase effectiveness and spend more time on the core of your business?