

January 2-6, 2012

Professional Development January 2-3  
Exhibits Open January 4-6

# Breaking Down A Company

**Jason Black**

Boundless network

MAS - 1 pt

Tuesday, January 03, 2012

11:00 am - 12:00 pm

Brought to you by:



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## Breaking Down a Company

*Foundation for Success*

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### Goals for Session

- ❖ Formula for Repeatable & Sustainable Business
  - Breaking down f(x) of business (M, S, HR, P)
  - Customer and Employee Lifecycle (R, A, D)
  - Company Lifecycle (I, G, M, D)

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### The business we are in?



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# ACTION

hallmark

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### Core Functions of Business



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### F(x) of Business



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### Lifecycle of Customer and Employee..... It's RAD

Retention (Keep)

Acquisition (Get)

Development (Grow)

Three words (metrics) for Sales, Marketing and HR!

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### Examples

JOB FAIR

Think Safety PEI

Customer Referral Program

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### Company Life Cycle

Introduction – Launching the business  
Growth – Sales growth at fastest rate  
Maturity – Sales at peak, growth is slowing  
Decline – Sales begin to fall

Sales Volume

Time

Development Introduction Growth Maturity Decline

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“Live as if you were to die tomorrow.  
Learn as if you were to live forever.”

*Gandhi*

&

 be boundless

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