



This results-oriented series, **designed exclusively for established business owners**, helps you build an *EnergizeGrowth™* plan. This special Program offered by COCC's Business Development Center will help you align your strategy, your core strengths, and your most compelling market message. **Turn your *business vision* into *market victory*!**

By the end of this interactive series, you will be able to:

- Define the 5 essential building blocks to your company strategy.
- Describe the 4 common traits of successful leaders, and how these traits help you build productive teams.
- Eliminate the most costly areas that limit your business growth.
- Implement a low-cost “continuous feedback system” to minimize hiring and sales mistakes.
- Define your ideal customer— and stop wasting time with unprofitable ones.
- Create and launch magnetic marketing messages.
- Select clear performance measures that guide your company direction.
- Construct an *EnergizeGrowth™* plan for your business.

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## Program Structure

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Four Workshops at COCC:

- April 19, 8:00am-10:30am (BEC 151)
- May 3, 8:00am-10:30am (Boardroom)
- May 17, 8:00am-10:30am (BEC 151)
- May 31, 8:00am-10:30am (BEC 151)

Three, Ninety Minute Hot-Seat Calls:

- April 26
- May 10
- June 14

Final Presentation with Expert Panel

- June 21, 8:00am-1:30pm (BEC 151)
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You'll receive weekly guidance through members-only online discussion forums, a 41-page Field Guide, live “hot seat” conference calls, a complimentary 25 page personality survey report, and over 10 hours of downloadable audio programs.

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**Here's the added bonus:  
At the conclusion of the series, present your plan to a seasoned panel of experts.**

This unique program is offered to only 15 participants.

**Reserve your spot today!**

**Early bird registration fee \$447**  
(expires March 15, 2007—a \$50 savings)  
**After March 15— Fee \$497**

For further information or to register please Call COCC's Business Development Center at  
**(541) 383-7290**



Lisa Nirell, founder of *EnergizeGrowth*, leads this series. Through her 24 years of strategic planning and sales guidance, Lisa's clients have closed \$83M in new business and developed winning leadership teams. [www.energizegrowth.com](http://www.energizegrowth.com)

## What People Are Saying...

"Before I invested in Lisa's program, I was experiencing slow and undirected growth. I began working with Lisa to clarify my vision for growing the business and defining our ideal clients.

Within four months, we closed the gap between our vision for growth and our sales pipeline. **Our pipeline of "ideal clients" has doubled to \$435,000 since we launched our *EnergizeGrowth* plan."**

**Patricia Bramhall, Founder**  
*Tydak Consulting Services, LLC*

"On behalf of Economic Development for Central Oregon (EDCO) and the Oregon Entrepreneur's Forum (OEF), I want to thank you again for being our PubTalk featured speaker. Since that time, we have heard very positive comments about your program!

Specifically, the 'Five Focused Questions' were particularly valuable. **You clearly demonstrated that asking the right questions is one of the best ways to 'energize' a successful enterprise."**

**Roger J. Lee, Director**  
*Economic Development for Central Oregon*

"Lisa Nirell has excellent communication skills, deep knowledge of strategic planning, the ability to balance multiple stakeholder input (often conflicting), and the expertise to develop a winning growth plan. **She has the experience, education and attitude to turn your vision into a plan that you can execute!"**

**Drew Child, President**  
*Alpine Internet Solutions, Inc.*

"Lisa and her team have been extremely effective. As a result of her efforts, **we saved at least \$30,000** worth of my time. We're excited to have the *EnergizeGrowth* team as our partner."

**Janet Amirault, Managing Partner**  
*Software Consortium Inc.*



Central Oregon Community College  
Business Development Center

## 11 Steps to *Energize* Your Business

Good companies plan for growth.

Great companies know how  
to *EnergizeGrowth*.

Which one describes YOUR  
company?