



**FREQUENTLY REQUESTED
PROGRAMS AND KEYNOTES**

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“Four Secrets to *EnergizeGrowth* And Prepare for the Recovery”

Would you like to shift your leadership approach from “industry victim” to “business visionary?” Today, many companies struggle to keep up with the demands of their customers, and just can’t seem to find the time to pause, plan and predict.

If you’re feeling the pressures of growth and rapid change, this session is designed for you. You will learn how to minimize the impact of a challenging economy by strengthening your strategic thinking muscles.

HERE’S WHAT YOU AND YOUR TEAMS WILL LEARN:

- **Three ways to minimize the negative impact of change and growth.** Many companies focus too much on financial measures. In reality, miscommunication, limiting beliefs, and poor planning are the biggest contributors to missed goals.
- **Confront the common resistance to growth planning.** We show you why so many companies are allergic to planning, and help you simplify the planning process.
- **Strengthen your strategic thinking muscles.** Throw away the latest 2 x 2 planning matrix and TQM charts. Ignore last year’s 85 page strategic plan. Lisa will show you how to simplify the strategy conversation among your Board and Executive team members.
- **Build stronger commitment to your company’s planning activities. How do you shift from the “compliance” to “commitment” culture?** It starts with our recommended approach to engaging your key employees and customers in discovering your strengths—not investing in a fancy hotel and a three-day offsite planning meeting.

KEY POINTS OF SESSION:

- Discover the biggest clues your market is changing
- The two biggest gaps that can kill your growth potential
- How one simple shift can transform your focus and team alignment
 - The Building Blocks of Success to increase strategic thinking fluency



“Seven Keys to Building a Wealthy Company”

Growth at any price can be exhausting for owners and teams alike. In fact, over two-thirds of businesses fail within the first five years. Since 2001, the definition of wealth has changed dramatically. What does it mean now? And how can you prepare your company for ultimate sale or exit? In this session, Lisa Nirell reveals a contemporary, contrarian and field-tested view of wealth building.

HERE'S WHAT YOU AND YOUR TEAMS WILL LEARN:

- **Increase your company's "Wealth Quotient" (WQ™)** - Over the past decade, many leaders have seriously re-considered their personal and professional definition of wealth. Today's well-funded companies are thinking differently about their wealth. You'll learn what they're doing.
- **Why companies with a high WQ™ don't just manage by the numbers** - we show you how leading companies anticipate issues before they become a crisis.
- **Why business valuation is not about revenues** - if you are thinking about eventually exiting your company, you must consider other factors besides tangible assets. We review the intangible assets that can comprise up to 73 percent of your company's valuation, and why most companies forget to improve them.
- **How to communicate more effectively with your legal and financial teams prior to exiting** - most M&A specialists, attorneys, and business brokers will reject your requests for funding or potential sale. Lisa's seven core principles will help you increase your chances of getting funded. She shows you how to increase your value by communicating your values. Re-define wealth your way and leave on *your* terms.

KEY POINTS OF SESSION:

- Why old definitions of wealth don't work
- “Let's get personal” - The Wealth Conversation
- How to prepare your business for the next phase of growth
- What strategic buyers *really* want
- Life lessons from CEOs of today's “triple bottom line” companies



“11 Steps to *Energize* Your Business Growth”

If you lead a growth company, chances are you are wasting too much time and money on firefighting and planning. If you ever wondered why your best-laid plans keep failing, you will learn why in this session. Lisa Nirell reveals a contrarian, field-tested view of growth planning, and a streamlined approach designed exclusively for companies in transition.

YOU’LL LEARN HOW TO:

- Stop wasting time on time-consuming planning activity
- Foster a strategic thinking culture across your organization
- Eliminate the five biggest limiting beliefs around planning
- Create a customer-focused growth plan
- Turn your growth plan into dollars

THIS SESSION WILL HELP YOU:

- Eliminate the mystery around growth planning
- Spend less time on non-productive activities
- Align your teams around a common planning language
- Embrace an “outside in” view of planning
- Get more clear on your ideal client and markets

KEY POINTS OF SESSION:

- The five biggest limiting beliefs around growth planning
- The *UR-UV Factor* - how to deliver unique value in a crowded market
- The five “less than ideal” client types—and how to avoid them
- Key questions to prioritize your company goals and align your teams



“Get Back on Track:

Ten Strategies on the Road to Recovery”

While some companies are preparing for the economic recovery, many are parked on the side of the road, taking a wait and see approach. Others know what to do to position their organizations for healthy growth again, but keep getting off course, losing focus and feeling overwhelmed.

Lisa Nirell can help you—once and for all-- eliminate the struggle. During this session, she will share ten trends you need to know and address *immediately* to effectively market your offerings and build a sustainable, wealthy business. Lisa will feature breakthrough findings and success stories from her latest book, “*EnergizeGrowth@NOW: The Marketing Guide to a Wealthy Company.*”

THIS SESSION WILL HELP YOU:

- Escape react mode by effectively and consistently anticipating new opportunities
- Stop getting distracted by the latest cool marketing and management fads
- Get back on schedule with your most critical goals
- Say “no” to clients and activities that drain your profits and energy
- Eliminate that tired feeling when it comes to strategic planning and marketing
- Become a more effective, focused leader

KEY POINTS OF SESSION:

- The ten most compelling trends in today’s global economy
- Why old definitions of wealth and “hard work” no longer work
- The new rules of strategic marketing, and how to implement them
- The fastest way to improve relationships with executive-level decision makers
- How to recession-proof your business by mastering lifelong client relationships

About Your Speaker:



Lisa Nirell

Chief Energy Officer, *EnergizeGrowth*® LLC

Lisa Nirell advises companies who want to increase their company value and performance by aligning their business and marketing strategies.

Lisa's 26 years of experience working for growth companies, coupled with her planning workshops and [learning systems](#), has helped clients secure \$83M in new business within just two years.

In addition to working with clients and audiences in eight countries, she has designed [multimedia programs](#) around the results of a several studies of high performing CEOs and business owners.

Nirell was the first global account manager in Siebel Systems' (now Oracle's) history to lead, design and implement a formal account strategy for Microsoft Corporation. Within two years, revenues grew from \$2M to \$11M.

Lisa is also the author of "***EnergizeGrowth NOW: The Marketing Guide to Building a Wealthy Company.***" She is an award winning business columnist for several magazines-- including *The San Diego Transcript*, *Vistage*, *AFSMI's SBusiness Journal*, *Women in Technology*, *Cincom's Expert Access*, and *Renaissance Executive Forums*.

Learn more about Lisa's community by visiting <http://blog.energizegrowth.com>.

Partial Client List

- Avanceon
- Association for Services Management International (AFSMI)
- Arizona State University Center for Services Leadership
- Carlsbad (CA) Chamber of Commerce
- Cisco Systems
- North Seattle Chamber of Commerce
- Bend (OR) Chamber of Commerce
- ExcellCEO
- Financial Executives International (FEI)
- IBM
- Institute for Management Consultants (IMC) Global Conference
- JELD-WEN Development Inc.
- Microsoft
- North Seattle Network of Entrepreneurs
- OppenheimerFunds
- Redmond (OR) Executive Association
- Renaissance Executive Forums
- Seattle “Small Business Report” Radio Show
- Siebel Systems Inc. (now ORACLE)
- Vistage International
- WA Society of Association Executives
- Women in Technology International (WITI)