

# The Business Edge

## BREAKFAST BRIEFING SERIES

DOMINICAN  
UNIVERSITY  
of CALIFORNIA  
INSTITUTE FOR  
LEADERSHIP STUDIES



## Synch Your Strategic Goals with Your Actions Using a One-Page Business Plan

### Plan and Execute with Complete Clarity

Creating and executing a one-page plan isn't taught in business school, but with training and practice this planning skill will pay dividends for the remainder of your working life. Discover the amazing things you can accomplish when your plan is clear and focused on key priorities.

#### Learn to:

- Get your arms around the strategic planning process
- Start simply, so you can stick with it
- Build a simple dashboard and key projects list
- Learn the secret of creating a plan your stakeholders and team will accept
- Learn how to monitor the plan to keep you and your team focused on the most important priorities

*Robert Sher has been helping companies create and execute one-page plans for years. The planning methodology was developed and publicized by Jim Horan and has been implemented thousands of times worldwide.*

#### Presenter:



#### Robert Sher

*Founding Principal,  
CEO to CEO Inc.*

Robert Sher is founding principal of CEO to CEO, a consulting firm of former chief executives that improves the leadership infrastructure of midsize companies seeking to accelerate their performance. He was chief executive of Bentley Publishing Group from 1984 to 2006 and steered the firm to become a leading player in its industry.

Robert has published extensively on the successful leadership traits and skills of CEOs of midsize companies. He is a regular columnist on Forbes.com, has numerous posts on *Harvard Business Review* online, Entrepreneur.com and CFO.com. He authored two books, the first book, *The Feel of the Deal; How I Built a Company through Acquisitions* and his latest book, *Mighty Midsize Companies; How Leaders Overcome 7 Silent Growth Killers*.

**Tuesday, October 9, 2018 | 7:30 a.m. – 9:30 a.m.**

**7:30–8:00 a.m.** Registration, Breakfast, and Networking  
**8:00–9:30 a.m.** Program

Dominican University of California | Caleruega Hall – Creekside Room  
100 Magnolia Avenue | San Rafael, CA 94901

#### To purchase tickets, visit:

<https://one-page-business-plan.eventbrite.com>

Tickets: \$25 (includes continental breakfast)

Tickets are limited and available on a first come, first served basis.

**Moderator:** Cynthia Murray

*President and CEO,  
North Bay Leadership Council*

**Hosted by:** Dr. Denise Lucy

*Executive Director  
Institute for Leadership Studies  
Dominican University of California*

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