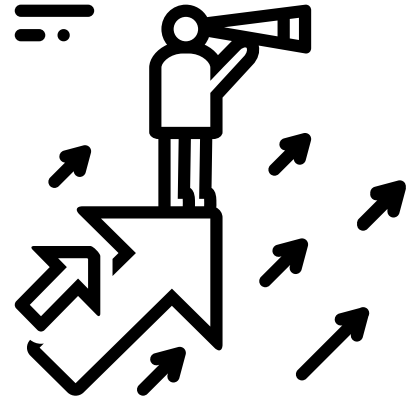


BPA's Business Roadmap

Day 1 - Corporate Governance: 10am - 12pm

- Corporate Governance
 - Establish the vision
 - Create the 10, 5, and 1 year vision statement for the company
 - Establish the mission statement
 - What are the main strategies and tactics that the company will use to fulfill the vision
 - Establish the core values and corporate culture framework
 - What are the guiding principles that will help your organization stick with the mission statement and vision



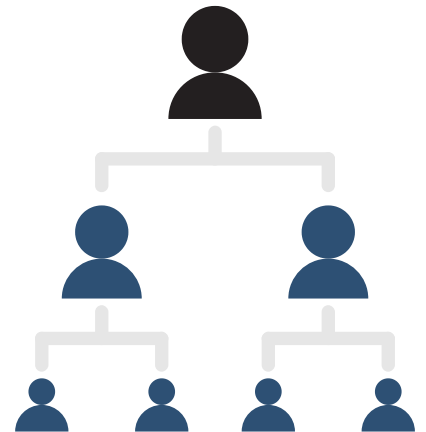
Day 1 - Marketing Management: 12:30pm - 2:30pm

- Target Market
 - Establish the niche
 - What are the demographics (age, salary, education, likes, dislikes, career)
- Core Business Message
 - Unique offer proposition
 - Lead Generators
- Marketing Analytics
 - Set up Key Performance Metrics



Day 1 - Organizational Management: 2:45pm - 5pm

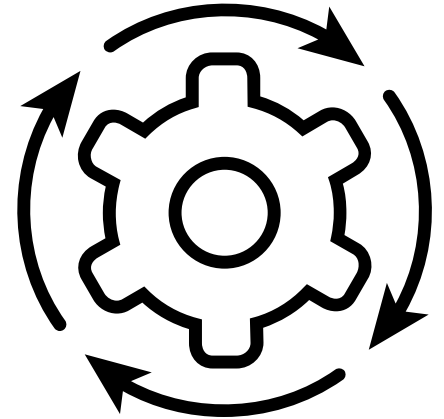
- Create the Organizational Chart
 - Define roles
 - Create responsibilities
 - Provide benchmarks
 - Company value check
 - Company Understanding Report Card
- How to run meetings
 - Meeting flow
 - Business dashboard



Grow With Joe Business Roadmap

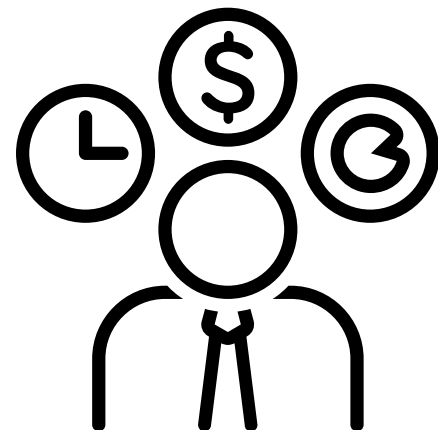
Day 2 - Operational Management: 10am - 12pm

- Standard Operations
 - Documentation
 - Error Log
 - Storage
- Data Collection
 - Databases
 - Systems
 - Security
- Porter's Value Chain
 - Department Value Analysis
 - Operational inefficiencies and bottlenecks



Day 2 - Corporate Entrepreneurship 12:30pm - 2:30pm

- Four Models of Corporate Entrepreneurship
 - How teams within an established company conceive, foster, launch and manage a new business that is distinct from the parent company but leverages the parent's assets, market position, capabilities or other resources.
- Entrepreneurial Orientation
 - The strategy-making practices that businesses use to identify and launch corporate ventures.



Day 2 - Human Resource Management 2:45pm - 5pm

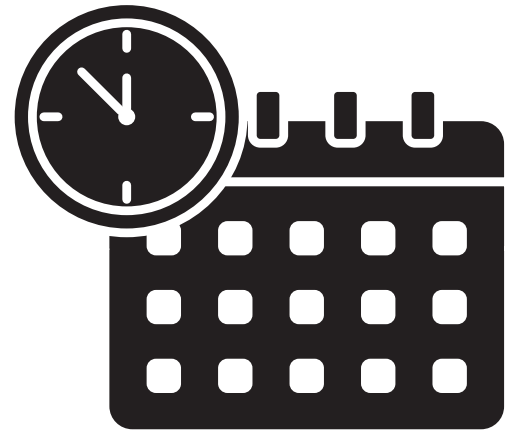
- Career Tracks
 - Employee Motivation
 - Human Capital Improvements
 - Work Load Capacity
- Recruiting and retaining talent
 - Incentives
 - Job descriptions
 - Talent pool



Grow With Joe Business Roadmap

Day 3 - Time Management: 10am - 12pm

- Meeting Review
 - Priority Review
 - Progress on KPI
 - Customer/Client Highlights
 - Issues and Problem Solving
- Time Block
 - Be proactive, not reactive with your schedule
- Yesterday, Today, Tomorrow List
 - Avoid tasks slipping through the cracks
 - Help prepare for the next day



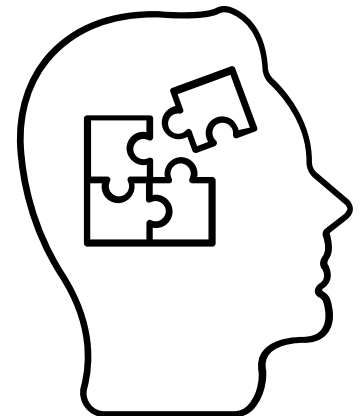
Day 3 - Business Analytics Management 12:30pm - 2:30pm

- Data Analytics Management
 - Descriptive Analytics
 - What are the trends, missed opportunities from the data
 - Predictive Analytics
 - What are the things that need to be prepared for
 - Prescriptive Analytics
 - How can a situation be optimized using data\
- Create Business Dashboard
 - Quickly visualize opportunities and threats



Day 3 - Problem Solving 2:45pm - 5pm

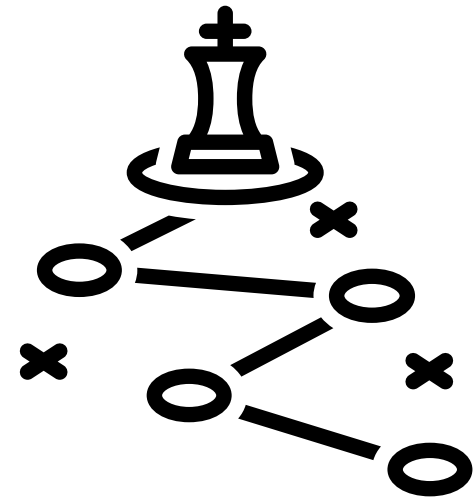
- List Issues
 - What are the issues that prevents the organization from reach their goals
- Discuss Issues
 - What are some top down and bottom approaches that can solve the problems
- Solve the Issues
 - Decide which course of action needs to be acted upon
- Track Progress



Grow With Joe Business Roadmap

Day 4 - Data Analytics Strategy: 10am - 12pm

- Review the following questions
 - What's going right?
 - What is not going right?
 - What is a question that needs to be answered?
 - What new data needs to be collected?
 - What are the 3-7 areas that need to be focused on?
 - How can action be taken on the results?
 - What systems and processes need to be improved?
 - How can we use this information to increase profits and reduce expenses?



Day 4 - Financial Management 12:30pm - 2:30pm

- Financial Statement Review
 - Profit and Loss Statement
 - Balance Sheet
 - Income Statement
 - Cash Flow Statement
- Metric Review
 - Highlight Chart for Revenue and Expenses
 - Highlight Chart for Product Sales
 - Highlight Chart for Payroll



Day 4 - Fraud Management 2:45pm - 5pm

- Access Management
 - Systems and Data
 - Financial
- Cyber Security
 - Training
 - Systems Review
- Liability Protection
 - Employee accountability
 - Fraud Prevention tactics

