

## **Flight School / Business Catapult Event: Executing Business Growth Workshop**

This third in a series of **Flight School workshops** focuses on winning techniques for implementing business growth. The intense 1-day workshop is presented by the Northern Colorado High Tech Network's **Flight School** and **The Business Catapult**, and is designed to help:

- Entrepreneurs starting a business or thinking about starting a business;
- Businesses that have started and need help to grow; and
- Existing companies that want to become more entrepreneurial.

The workshop focuses on the following questions:

1. How to create tactical plans to execute your business growth strategy?
2. How to manage cash flow during the growth phase?
3. How to continue to grow your "sales engine"?
4. What changes are needed in your business to take it to the next level?
5. How to move forward without taking your eye off the customers and processes that got you this far?

### **Expected Outcomes:**

Participants will leave with a clearer understanding of how to build a business structure that sustains growth while maintaining the financial integrity of the business.

**EVENT:** Executing Business Growth Workshop

**DATE:** January 21, 2006

**TIMES:** 8:30 am - 4:00 pm

**LOCATION:** Hilton Fort Collins, 425 West Prospect, Fort Collins, CO 80526

**CLASSROOM:** Idaho State room

**INSTRUCTORS:** Bob Thilmont and Colin Armbruster, Vice President of Business Development for Dingo.

**COST:** \$99 for pre-registered participants, \$119 starting January 17, 2006 (\$49 for students of accredited educational institutions)

**REGISTRATION:** Through [www.businesscatapult.com](http://www.businesscatapult.com).

The workshop consists of:

- A comparison of the business structure needs for startup versus those needed for the growth phase.
- An evaluation of the types of business structure needed for different types of businesses.
- **Shared best practices** and **references** that have been developed by:
  - Bob Thilmont, President of Mountain Global Inc.
  - Other successful consultants and entrepreneurs
  - The Business Catapult, a Denver-based network of consultants and entrepreneurs; and
  - The Entrepreneurial Standards Forum; an open non-profit Colorado-based organization that is developing standards for entrepreneurial processes.

- **Case study** materials presented by a successful Colorado entrepreneur
- Discussion of the participants' specific situation and questions. **Participants are encouraged to bring their own questions, problems, and success stories to share and work on with others.**

#### **ABOUT THE PRESENTERS:**

Bob Thilmont has over 25 years of business development experience in industrial and automotive industries. This includes 10 years of international business experience. During his time with Cummins and Woodward Governor Company he developed a deep understanding of market channel development and value pricing. Bob served on the Automotive Market Research Council (AMRC) while at Cummins and Woodward serving on both the Light Duty Automotive and Off Highway committees. He has experience in new business start up and product launches. The most notable of which was, while at Cummins, working with Chrysler to provide the service liaison support for the launch of the Cummins engine in the Dodge Ram pick up truck.

While at Woodward, Bob managed their operation in Australia for six and a half years. During that period sales increased by 74% in a mature market. He accomplished this by implementing change management within the organization; transitioning the operation from a sales and service focused operation to a complete engineering solutions provider. During his time in Australia, Bob launched a start up subsidiary in New Zealand to serve the hydro market in that country. Prior to Australia, Bob lead Woodward's efforts to establish a distribution market in Latin America. This included establishing distributors in: Mexico, Venezuela and Curacao. His international experience has provided a deep understanding for positioning and pricing products and services in global markets.

Colin Armbruster is Vice President of Business Development for Dingo. Based in Centennial, Colorado Dingo provides software and engineering support for oil analysis and equipment maintenance in the automotive, industrial, off highway and mining industries. Colin has been instrumental in growing Dingo beyond a software company. Today Dingo provides on site maintenance support to heavy equipment users world wide. Dingo's sales have grown by more than 150% since June of 2004. Colin will share his experiences of what is needed to transition an organization during the growth stage.