



COLLABORATIVE STRATEGIES, INC.

Building a Powerful Business Strategy

ASA and MCA invite you to "Building a Powerful Business Strategy" with Jim Lang of Collaborative Strategies, Inc.

Seminar Overview:

Learn how to build a business strategy that begins with defining the desired future state of the business, building a roadmap that includes how to approach the market and how to build the structure necessary to support the strategy, as well as defining metrics to determine how effectively the strategy is working.

- Understand how to build a blueprint for your business.
- It is not what you do but how you do what you do that can set you apart from the rest of your competitors.
- What appears to be luck is often the result of good preparation meeting an unforeseen opportunity.
- Learn how to create the alignment in the organization that helps clarify and define roles and responsibilities that tie to business objectives.

**Thursday, February 9, 2012
8:00 a.m. - 11:00 a.m.**



Location:

Mason Contractors Association
St. Louis Masonry Center
1429 S. Big Bend Boulevard
Richmond Heights, MO 63117

Cost:

\$40 ASA & MCA Members
\$50 Non-Members
Includes Continental Breakfast

Make checks payable to "ASA Midwest Council" or MasterCard, Visa or Discover. RSVP TO ASA by Friday, February 3, 2012.

Why you should attend this seminar:

Today's construction environment is extremely competitive and the market place has changed in ways that have had profound impact on how a company needs to operate in order to be successful. In down markets, the strong tend to get stronger and the weak become weaker. Well-run companies often have a greater opportunity to improve market position in a down market than they do when the market is strong. It takes planning, and clarity of direction, to align an organization in a way that puts them in the best position to take advantage of opportunities.

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No shows will be billed.

Presenter: Jim Lang



Jim is a partner with Collaborative Strategies, Inc. ("CSI"), a local management consulting company that works with small to mid-size privately-held companies and local not-for-profits. CSI specializes in strategic planning, performance management, succession planning and search consulting. A key part of CSI's practice consists of setting up and facilitating advisory boards to enhance performance of client companies.