



# Chief Executive Officer Working Group

## Supportive Services Business Development Conference

# ORIENTATION



;

The Mission of the Small Business Enterprise Supportive Services Center (SBESSC) is to serve as a resource for assisting SBE firms in gaining access to FAA, FHWA, and FTA assisted, transportation-related contracts. The Center will also assist SBEs active in the transportation arena in becoming self-sufficient and achieving proficiency in order to compete on an equal basis with non SBEs. The Small Business Enterprise Supportive Services Center a Shared Initiative between Cheyney University of Pennsylvania and the Pennsylvania Department of Transportation.

# **Chief Executive Officers** **Table of Contents**

**3. SBE Overview**

**4. Chief Executive Officer -- Program Overview**

**5. Chief Executive Officer – Program Curriculum**

Systems for Business Growth  
Mission Development Tools  
Mentoring Advantage  
Board Development

Mind-set Tools  
Leadership and Vision Strategies  
Performance Coaching

**10. Chief Executive Officer Leadership –Conference 2018: Collaboration | Growth**

**12. Chief Executive Officer -- Conference Faculty**

**21. Learning Modules – 2017-2018 Schedule**

**26. CEO Web Resources**

**28. CEO Reading List**



## **Chief Executive Officer – Working Group** **Overview**

### **Chief Executive Officers – Working Group:**

The Chief Executive Officer -- Working Group has been created to serve as a technical assistance vehicle for Chief Executive Officers only. It is our intent to provide local business owners, innovators, and entrepreneurs with the necessary tools and information to grow, enhance or launch their small business. The Chief Executive Officer -- Working Group intensive provides seven (7) pragmatic learning modules and peer-to-peer mentoring by participating chief executive officers.

Program participants experience an integrated curriculum that provides an efficient approach to the theoretical and practical skills needed to ably run a business in an ever-changing environment. Chief Executive Officer -- Working Group program strengths include:

Systems for Business Growth  
Mission Development Tools  
Mentoring Advantage  
Board Development

Mind-set Tools  
Leadership and Vision Strategies  
Performance Coaching

Ultimately, we provide the learning tools for our Chief Executive Officers to broaden their knowledge base. However, we believe that true success will be determined by the diligent effort of the Chief Executive Officer -- Working Group participants.

## **Chief Executive Officer -- Working Group Program Core Curriculum**

### **1. Systems for Business Growth:**

Neil Patel defines a system this way: A *system* is a method of solving a repeated business issue in a strategic and effortless way.

Qualities of a System:

- A system addresses a specific problem or business issue.
- A system is automatic.
- Once created, a system does not require intensive thought or effort.
- A system is a process or routine.

What's an example of such a system? An email system.

### **2. SBE Team Training Development Tools:**

It is essential advocate the benefits of training to the management & staff:

- Your team must know and understand that they play an integral role in improving organizational performance.
- Training improves professional and personal good performance of individuals and teams.
- Regardless the size of your business Training and Development must be closely linked to the overall business plan.

**Benefits to the Company:**

- Increased productivity and profitability.
- Raised standards of performance.
- Expansion of the business.
- Increased cash turnover.
- Maximization of resources/greater efficiency.
- Reduced waste.

### **3. SBE Mentoring Advantage:**

Mentoring is the key for developing and sustaining a satisfying professional career.

Mentoring enables each of us to:

- Grow
- Learn
- Transform

Accomplish goals in business, education or in life.

Whether you have been in business for a while or are new entrepreneur—whether you are the mentor or the mentee—mentoring helps build a dynamic community while ensuring the success of each individual as he or she achieves business, personal and professional career goals.

The SBEs Mentoring Initiative is focused creating positive and functional Mentee/Mentor relationships by doing the following:

- Mentee/Mentor pairings are for six (6) month (*longer by pairing choice*) periods.
- The SBE Team will provide training and orientation for Mentee/Mentor pairs.
- The Mentee/Mentor will meet a minimum of twice monthly either by conference call or face-to-face and there are no program limits for email contact.
- The SBE Team will complete monthly Mentee/Mentor relationship check-up.
- Mentee/Mentor pairs are invited to participate in the Chief Executive Officers – Working Group program.

Furthermore, the Mentoring Initiative has developed specific programs to provide technical assistance to both mentor and mentee in the growth and development of their businesses. The SBE Team believes that our Mentor/Mentee pairings will succeed regardless the economic or social environment because of the dedication and diligence of the committed and competent professionals that make-up each Mentee/Mentor pairing and the support of the SBE Team.

#### **4. SBE Corporate Board Development**

Board Responsibilities describe how the board carries out its agency function. These responsibilities define what the board does.

##### **Mission Accomplishment**

- Define the organization in both the present (what we do) and future (what results we want to achieve).
- Approve or affirm the key goals that will result in mission accomplishment or vision actualization.
- Ensure that operating plans and strategies lead to attainment of these goals.

##### **Leadership**

Select and support the Chief Executive Officer to lead the business.

- The leader's role is to transform the mission into productive work.

##### **Conduct of operations**

- Define the moral, ethical and operating standards of conduct that reflect the values inherent in the mission.
- Ensure that all operations are safe, legitimate and mission focused.
- Ensure that the organization is in compliance with all legal obligations.
- Ensure that facilities and equipment are appropriate and well maintained.
- Ensure that all products and services are delivered in a manner consistent with the values contained in the mission.
- Ensure that employees, volunteers, vendors, and suppliers are treated in a manner consistent with the values contained in the mission.

## **5. Mind-set Tools**

Strategic Planning & Implementation are keys to grow a more profitable and sustainable business: A business owner must have the right strategy beginning with:

- Time to Think
- Prioritization
- Planning

With Scaling Up and the One-Page Strategic Plan™, you get a complete set of simple concepts and practical tools that thousands of CEO's have used to grow their top and bottom lines. Our program is designed to create focus, accountability, and alignment, and most importantly, give you back your time so that you can create a more valuable business.

### **Team Building:**

Creating a highly functioning Leadership Team that is aligned and committed to your business and its goals doesn't happen by accident. Yet without commitment and a results-driven mindset, growth will stall.

Our executive team building workshops provide you and your Leadership Team with the guidance and proven tools that will create a high-performing team and drive alignment and accountability.

### **CEO Executive Roundtables:**

Feeling uncertain about how robust your business strategy is and how well you're executing? Get advice from like-minded business people who have been in your shoes and share your values. Our Executive roundtables bring together CEOs, executives, and business Leaders from a variety of industries, creating a confidential, supportive setting where everyone is focused on business success and personal growth and accountability.

Because we care about our members and their success, our CEO executive roundtables have access to many different programs, speakers, and resources.

## 6. Leadership and Vision Strategies:

Vision is the core of leadership and is at the heart of strategy:

The business owner's role in vision casting:

- Create the Vision for the organization.
- in a way that will engage both the imagination.
- Energize of its people.

“An effective leader knows that the ultimate task of leadership is to create human energies and human vision,” succinctly notes Peter Drucker.[1]

The vision must be tied to what the firm values, and the leader must make this connection in a way that the organization can understand, grasp, and support. Vision moves the enterprise; values stabilize the enterprise.

Vision looks to the future, values to the past.

## 7. Performance Coaching:

High-performance coaching helps people explore:

- Their Motivation
- Overcome the blockers that hold them back

It's particularly useful for the following:

- Long-range career or life planning:** Employees who have clear plans and goals are more likely to be successful in the long term.
- Navigating career change points:** A leader who offers clear guidance and genuine inspiration.
- Making fundamental changes to performance or behavior:** “This involves the equivalent of athletes breaking bad habits in their game, and relearning basic skills the right way.”

# **Chief Executive Officer Leadership | Collaboration | Growth** **April 2018 Conference**

The primary purpose of the Small Business Enterprise Supportive Services Center 1<sup>st</sup> Annual Chief Executive Officer – Working Group Conference (1<sup>st</sup> Annual CEO) is to provide training, consulting, and services to SBE, DB, and DBE firms that will move them toward sustainable growth, business expansion and graduation from the Programs.

The 1<sup>st</sup> Annual CEO Conference is MUST attend event for the business owner, innovator, entrepreneur and inventors who have taken the courageous step to starting and successfully operating a business. There are 3-Key Benefits of for attending: (1) smart and experienced subject matter faculty and keynote speaker sharing their experience and know-how, (2) opportunities to meet and learn from your fellow business owners and (3) an excellent time to discover the latest developments and trends in Construction, Communications, Sales, Strategy and Internal Operations

## **Conference Session Topics:**

**Topic 1: Chief Executive Officer Leadership:** Join us as we delve into the various types and components of a Leader: Leadership requires risk taking, innovation, courage, knowledge and the ability to communicate effectively. Come on in and learn to lead!

**Facilitator: Keith Ellison: 1:05pm – 2:05 pm**

**Topic 2: Chief Executive Officer Managing Strategy:** This skill sharpening session will require you to “think outside the box” as you learn to develop new structures, processes, and projects that can be condensed into a shared vision that provides for sustainable business success. **Facilitator: Nicole Purvy: 10:30am – 11:45am**

**Topic 3: Chief Executive Officer Internal Operations:** As the chief executive officer, you are responsible for company resources and having the right people in place to manage those perishable resources in a way that will keep you in business. **Facilitator: David Lopez: 10:30am – 11:45am**

**Topic 4: Chief Executive Officer Mindset:** “What ingredients make chief executive officer mindset different?” Join us as we delve deeper into the Four Key Decisions every CEO needs to make to drive revenue and growth, execute on the plan, and build a more valuable and profitable company. **Facilitator: Cheryl-Beth Kuchler: 9:20am -10:20am**

**Topic 5: Chief Executive Officer Sales and Marketplace Competition:** In this dynamic session we uncover the tools that will allow you to develop a winning sales strategy: (1) developing the right processes to increase revenue and decrease the cost of sales, (2) how to make new team members profitable and (3) making your team self-sufficient and productive every day. **Facilitator: Alvin Street: 9:20am -10:20am**

**Topic 6: Chief Executive Officer Social Selling with LinkedIn:** As the chief executive officer, you must remain on the cutting edge of business to succeed. Join us as we introduce you to Social Selling. Social selling is about leveraging your social network to find the right prospects, build trusted relationships. Building and maintaining relationships is easier within the network that you and your customer trust. **Facilitator: Rabia Eddari: 1:05pm – 2:05 pm**

# **Chief Executive Officer Faculty**

## Chief Executive Officer – Working Group | Faculty

### Keith Ellison

- **Topic 1: Chief Executive Officer Leadership:** Join us as we delve into the various types and components of a Leader: Leadership requires risk taking, innovation, courage, knowledge and the ability to communicate effectively. Come on in and learn to lead!

Keith Ellison runs The Ellison Group, Inc., an executive coaching and management consulting firm, with an emphasis on skill development and cycle-time reduction. Since 2000, business leaders across multiple industries have used his firm's services to improve sales, profits and shareholder value. His client list has included Schering-Plough, Bristol-Myers Squibb, Lockheed Martin, Novo Nordisk, CIGNA, Children's Hospital of Philadelphia, Philadelphia International Airport, Philadelphia Gas Works, International Broadcasting Bureau, Philadelphia Department of Human Services and Philadelphia Department of Public Health, to name a few.

Prior to launching The Ellison Group, Keith served for two years as the Director of Consulting Services at the Wharton Small Business Development Center, providing technical assistance to high-growth businesses. Under his leadership, the Center coached more than 1,200 individuals and small businesses resulting in over \$50 million in debt and equity financing.

Between 1995 and 2000, Keith launched and published *Next Step*, a quarterly magazine about cultural diversity. In 2004 he co-authored *Conversations on Success*, a life enhancement book with candid, insightful and inspirational lessons on success (Insight Publishing). Building on his experiences in publishing and consulting, he became a professional speaker, facilitator and expert witness at various conferences, seminars and public hearings. His most notable events: testifying before the U.S. Congress (1999); teaching entrepreneurial management in Beijing, China (2000); airing on *Talk to America* (90 million world-wide listeners); and appearing on three segments of *The Black Enterprise Report*.

**Keith Ellison**  
**CEO, The Ellison Group**

Keith teaches management communication at the Wharton School, University of Pennsylvania and facilitates a ten-month leadership development course for the Martin Luther King, Jr. Leadership Development Institute in Harrisburg, PA. Furthermore, Keith serves as the program director for the Urban League of Philadelphia Entrepreneurship Center, where he leads a team of consultants in providing business advisory services and training to entrepreneurs in southeastern Pennsylvania.

His corporate background includes positions at IBM, Proctor & Gamble and Manor Care, Inc. Keith earned an MBA from the Wharton School and a B.S. in electrical engineering and mathematics from Carnegie Mellon University.

## Chief Executive Officer – Working Group | Faculty

### Nicole Purvy

- **Topic 2: Chief Executive Officer Managing Strategy:** This skill sharpening session will require you to “think outside the box” as you learn to develop new structures, processes, and projects that can be condensed into a shared vision that provides for sustainable business success.

Business Success Coach, leadership expert, author, and podcaster, Nicole Purvy is the founder of the media company, Better Than Success, a media company that provides education, information, news, and entertainment to entrepreneurs and key members of small teams around the world. Her passion for helping small businesses grow and succeed is the cornerstone for her businesses, which all focus on helping entrepreneurs and key members of small teams achieve success faster. Before becoming a digital marketing expert, she had a successful career in finance as an Institutional Fixed Income Trader. Her knowledge of financial markets and understanding of the finance of business during her time working on Wall Street allows her to bring a unique and accurate perspective to Business Consulting, Success Coaching, and Leadership Development. She also authored the book “Ten Things Every Successful Entrepreneur Knows that the Rest of the World Doesn’t” and plays the bass in her spare time.

## Chief Executive Officer – Working Group | Faculty

### David A. Lopez, CPA

- **Topic 3: Chief Executive Officer Internal Operations:** As the chief executive officer, you are responsible for company resources and having the right people in place to manage those perishable resources in a way that will keep you in business.

David A. Lopez, CPA is the Managing Director of David A. Lopez and Company, LLC, a full-service, CPA firm with offices in Center City Philadelphia and Washington, DC. The firm specializes in providing audit, accounting, tax, business management, and concierge services to clients throughout the United States. The firm's clients represent a wide spectrum of industries such as: Government, Not-for-Profit, Retail, Manufacturing, IT, Real Estate, Professional service, Professional athletes, and Entertainment. The firm is licensed in the Commonwealth of Pennsylvania, the State of New Jersey, and the District of Columbia. The firm was recently voted as one of the Top 50 Minority-Owned Companies in Philadelphia.

As an individual, David has 15 years of experience as a Certified Public Accountant. Prior to starting his practice, David was on the management team at a Big Four accounting firm and a senior manager at a large, regional firm in the City of Philadelphia. David has written several articles on the topic of accounting, auditing, taxation, and marketing. He has been published in the Pennsylvania Not-for-Profit Report, The New Jersey CPA Journal, Black Enterprise magazine, and Black Enterprise.com. He was featured in Black Enterprise in October as one of the All-Star Financial Advisors of the year. He has also developed an entrepreneurial program that has been presented at various professional conventions throughout the country. He has a dual degree in Accounting and Economics from the University of Pittsburgh and is a licensed CPA in Pennsylvania, New Jersey, and the District of Columbia.

## Chief Executive Officer – Working Group | Faculty

### Cheryl Beth Kuchler

Founder and President, CEO Think Tank®

- **Topic 4: Chief Executive Officer Mindset:** “What ingredients make chief executive officer mindset different?” Join us as we delve deeper into the Four Key Decisions every CEO needs to make to drive revenue and growth, execute on the plan, and build a more valuable and profitable company.

Cheryl Beth Kuchler is the Founder and President of CEO Think Tank®. She has over 30 years of experience providing business advisory services, leading strategic change initiatives, coaching executives, designing leadership training and development programs, and supervising production areas. Since she founded the company in 1996, her focus has been on providing business advisory and strategic planning and implementation services to CEO’s, business owners, and senior executives of small to mid-size businesses, creating Enlightened Leaders and running Think Tanks for CEO’s. She works with owners and leadership as well as with their teams to build valuable and sustainable companies, driving profitability and growth and giving them back their time.

While Cheryl Beth now works with small mid-market business clients, her early career was spent in big business. For a number of years, she worked for the Procter and Gamble Company. Early consulting clients included the DuPont Company, GE, Amazon and the Johnson and Johnson family of companies and she has worked in settings ranging from Corporate and Financial to Manufacturing and Engineering. She has extensive experience in designing and implementing Six Sigma and other change initiatives and working with teams to leverage system-wide projects in the arenas of process improvement and business alignment.

She has presented at the Wharton Small Business Development Center, the Baiada Center for Entrepreneurial Leadership at Drexel University and the Entrepreneur’s Forum of Greater Philadelphia.

*Board Participation* – Finance Chair

*Alliance for Women Entrepreneurs*

*Certifications* – Gazelles International Certified Coach, Myers Briggs Type Indicator®

*Education* – B.S, Chemical Engineering, Lehigh University; M.S., Organization Dynamics, American University

## **Cheryl Beth Kuchler**

**Founder and President, CEO Think Tank®**

**Business Description:** We provide business advisory and execution management services and run executive roundtable groups for small and mid-size businesses primarily in the Greater Philadelphia, Southern New Jersey and NYC areas. We improve business performance and profitability, develop strong leadership teams and, help companies innovate for top-line growth.

## Chief Executive Officer – Working Group | Faculty

### Alvin Street Street Sales and Marketing, LLC

- **Topic 5: Chief Executive Officer Sales and Marketplace Competition:** In this dynamic session we uncover the tools that will allow you to develop a winning sales strategy: (1) developing the right processes to increase revenue and decrease the cost of sales, (2) how to make new team members profitable and (3) making your team self-sufficient and productive every day.

Alvin Street is a Specialty Sales Representative for InVentiv Health/Sanofi Pharmaceutical, responsibilities include the strategic and tactical selling with territory responsibility spanning the state of Maryland. He brings more than 29 years of global sales and executive management experience in the Pharmaceutical industry, growing and scaling both emerging and Fortune 500 pharmaceutical and technology companies. Street joined the InVentiv Health/Sanofi from PDI/Novartis Pharmaceutical Inc. where he most recently finished #1 in a training class of 200 based on written and oral Examinations-September 2016. Ranked #1 in country through the 1<sup>st</sup> quarter of 2017. Selected by District and Regional Management team as a National Advisory Board Member. His prior role at Pfizer Pharmaceutical was as Therapeutic Specialty Representative for the Pratt Division, where he developed key opinion leaders who helped to drive division sales in the territory. Street, has held numerous leadership and influencer roles including: developing key opinion leaders and speaker advocates within teaching institutions, arranged and conducted educational programs. Street, has lead and worked with Pfizer counterparts to develop sales strategies to increase Pfizer's market share. Beginning his career at Lucent Technologies (Formerly AT&T) in 1988, Street held various positions in sales and marketing during his 9 years with the company, including managed territory selling various telecommunications equipment to existing Lucent Technology accounts and competitive accounts; initiated and closed sales; handled customer inquiries and complaints; and acted as a liaison between field sales and service functions. Street, a graduate of Central State University, Wilberforce, Ohio and Howard University School of Divinity, Washington, D.C. Additionally, Street has garnered multiple sales and service awards including:

## Chief Executive Officer – Working Group | Faculty

### Rabia Eddari

- **Topic 6: Chief Executive Officer Social Selling with LinkedIn:** As the chief executive officer, you must remain on the cutting edge of business to succeed. Join us as we introduce you to Social Selling. Social selling is about leveraging your social network to find the right prospects, build trusted relationships. Building and maintaining relationships is easier within the network that you and your customer trust.

#### **Rabia Eddari**

- **WSI Digital Marketing Strategist**

- Local expert in delivering customized online marketing solutions
- 17years' experience in manufacturing & product commercialization
- Extensive education and continuous learning in digital marketing

- **Proven Track Record**

- Driving iconic brands' product performance
- Developing online tools to enable more efficient business processes

- **Cross-functional Team Leadership:**

- Project management
- Analytical & problem solving
- Strong focus on customer satisfaction

# **Chief Executive Officer Learning Modules Schedule 2017-2018**

## **CEO1 and CEO2: 2017 and 2018 Learning Modules – Schedule**

### **November 1, 2017**

#### **Learning Module17: Mastermind Call12**

**Topic:** Building Your Team – Key Characteristics to Building a Winning Team

**Facilitator:** Lisa Colclough and Mark Corbin

**Conference Call:** Dial in #: (605) 472-5487 | Access #: 841803 | **Time:** 10:00am – 11:00am

### **November 8, 2017**

#### **Learning Module18: Mastermind Call13**

**Topic:** How to Develop a Winning Business Strategy

**Facilitator:** Keith Ellison - Mark Corbin

**Conference Call:** Dial in #: (605) 472-5487 | Access #: 841803 | **Time:** 10:00am – 11:00am

### **November 15, 2017**

#### **Learning Module19: Mastermind Call14**

**Topic:** Do you know the answer to this question: Why should a prospective customer do business with you and your company over all other competitors?

**Facilitator:** Nicole Purvy - Mark Corbin

**Conference Call:** Dial in #: (605) 472-5487 | Access #: 841803 | **Time:** 2:00pm

### **November 17, 2017**

#### **Chief Executive Officer – Working Group Conference**

**Location:** 701 Market Street | Concourse Level | Philadelphia, PA

**Facilitator:** Mark Corbin

**Time:** 7:00am (*Registration*) - 3:00pm

### **November 20, 2017**

#### **Learning Module 20: Group Coaching Call15**

**Topic:** Art of Business Warfare Part2

**Facilitator:** Hamilton Robinson and Mark Corbin

**Conference Call:** Dial in #: (605) 472-5487 | Access #: 841803 | **Time:** 10:00am – 11:00am

### **November 29, 2017**

#### **Learning Module 21: 10 Questions with the Professional #1**

**Topic:** How to Generate New Business Leads

**Facilitator:** Maurice Goodman and Mark Corbin

**Conference Call:** Dial in #: (605) 472-5487 | Access #: 841803 | **Time:** 10:00am – 11:00am

***New SBE Format: 10 Questions with the Professional is a pre-recorded interview with host Mark Corbin and desired guest to be used as additional technical assistance tool for the SBE Community.***

## **CEO1 and CEO2: 2017 and 2018 Learning Modules – Schedule**

### **□ December 5, 2017**

#### **Learning Module 22: 10 Questions with the Professional #2**

**Topic:** Life and Business Lessons from Football

**Facilitator:** Mark Fisher and Mark Corbin

**Location:** Dial in #: (605) 472-5487 | Access #: 841803 | **Time:** 10:00am – 11:00am

### **□ December 7, 2017**

#### **Supportive Services Centers Conference**

**Location:** 701 Market Street | Concourse Level | Philadelphia, PA

### **□ December 8, 2017**

#### **Learning Module 23: Group Coaching Call 17**

**Topic:** Facebook and Instagram Marketing Workshop

**Location:** 701 Market Street | Concourse Level | Philadelphia, PA

**Facilitator:** Aliya Hammond

**Time:** 9:00am - 2:00pm

### **□ December 13, 2017**

#### **Learning Module 23a: Workshop3a**

**Topic:** Selecting a Business Mentor

**Facilitator:** Keith Ellison and Mark Corbin

**Location:** Dial in #: (605) 472-5487 | Access #: 841803 | **Time:** 10:00am – 11:00am

**Time:** 10:00am – 11:00am

### **□ December 20, 2017**

#### **Learning Module 25: Group Coaching Call 18**

**Topic:** Focus Your Resources on Tomorrow's Opportunity's

**Facilitator:** Nicole Purvy and Mark Corbin

**Conference Call:** Dial in #: (605) 472-5487 | Access #: 841803 | **Time:** 10:00am – 11:00am

### **□ December 27, 2017**

#### **Learning Module 26: 10 Questions with the Professional #3**

**Topic:** How to Fix Bad Leaders

**Facilitator:** Maurice Goodman and Mark Corbin

**Conference Call:** Dial in #: (605) 472-5487 | Access #: 841803

**Time:** 10:00am – 11:00am **Time:** 10:00am – 11:00am

## **CEO1 and CEO2: 2017 and 2018 Learning Modules – Schedule**

### **□ January 4, 2018**

**Learning Module 26b: 10 Questions with the Professional #3b**

**Topic:** What you should know about government contracting

**Facilitator:** Nicole Hodge and Mark Corbin

**Conference Call:** Dial in #: (605) 472-5487 | Access #: 841803

**Time:** 10:00am – 11:00am

### **□ January 10, 2018**

**Learning Module 27: Group Coaching Call 19**

**Topic:** Growing Your Business Sales -- Scaling Up

**Facilitator:** Cheryl Beth-Kuchler and Mark Corbin

**Location:** Dial in #: (605) 472-5487 | Access #: 841803 | **Time:** 10:00am – 11:00am

### **□ January 12, 2018**

**Learning Module 28: Workshop4**

**Topic:** Quick Books: For Beginners

**Facilitator:** Aliyah Evans

**Location:** 701 Market Street | Concourse Level | Philadelphia, PA

**Time:** 9:00am – 11:30am

### **□ January 17, 2018**

**Learning Module 29: Group Coaching Call 20**

**Topic:** Coaching Your Team to Success

**Facilitator:** Mark Fisher and Mark Corbin

**Location:** Dial in #: (605) 472-5487 | Access #: 841803 | **Time:** 10:00am – 11:00am

### **□ January 19, 2018**

**Learning Module 30: Workshop5**

**Topic:** Social Media Training Workshop

**Facilitator:** Aliyah Bonaparte

**Location:** 701 Market Street | Concourse Level | Philadelphia, PA

**Time:** 9:00am – 11:30am

### **□ January 24, 2018**

**Learning Module 31: 10 Questions with the Professional #2**

**Topic:** Creating an Effective Offsite Working Environment

**Facilitator:** Lisa Colclough and Mark Corbin

**Conference Call:** Dial in #: (605) 472-5487 | Access #: 841803 | **Time:** 10:00am – 11:00am

## **CEO1 and CEO2: 2017 and 2018 Learning Modules – Schedule**

### **□ January 31, 2018**

#### **Learning Module 32: Group Coaching Call 21**

**Topic:** Benefits of Having a Joint Venture Partner

**Facilitator:** Mark Corbin

**Conference Call:** Dial in #: (605) 472-5487 | Access #: 841803 | **Time:** 10:00am – 11:00am

### **□ February 6, 2018**

#### **Chief Executive Officers – Boot Camp**

**Facilitator:** Mark Corbin

**Location:** Constructors Association of Western Pa

800 Cranberry Woods Drive, Suite 110 | Cranberry Township, PA 16066

**Time:** 9:00am – 3:00pm

### **□ February 7, 2018**

#### **Learning Module 33: Group Coaching Call 22**

**Topic:** Keys to Entrepreneurship

**Facilitator:** Mark Fisher and Mark Corbin

**Conference Call:** Dial in #: (605) 472-5487 | Access #: 841803 | **Time:** 10:00am – 11:00am

### **□ February 14, 2018**

#### **Learning Module 34: 10 Questions with the Professional #3**

**Topic:** How to Prepare Your Business for an Uncertain Political Environment

**Facilitator:** Maurice Goodman and Mark Corbin

**Conference Call:** Dial in #: (605) 472-5487 | Access #: 841803 | **Time:** 10:00am – 11:00am

### **□ February 21, 2018**

#### **Learning Module 35: Group Coaching Call 23**

**Topic:** Reimagining Your Team – People, Strategy and Execution

**Facilitator:** Cheryl-Beth Kuchler and Mark Corbin

**Conference Call:** Dial in #: (605) 472-5487 | Access #: 841803 | **Time:** 10:00am – 11:00am

### **□ March 7, 2018**

#### **Learning Module 36: Group Coaching Call 24**

**Topic:** Key Qualities of a Second in Command

**Facilitator:** Lisa Colclough and Mark Corbin

**Conference Call:** Dial in #: (605) 472-5487 | Access #: 841803 | **Time:** 10:00am – 11:00am

### **□ March 23, 2018**

#### **Learning Module 37: Group Coaching Call 25**

**Topic:** Quick Books – Intermediate

**Facilitator:** Aliyah Bonaparte and Mark Corbin

**Location:** 701 Market Street | Concourse Level | Philadelphia, PA

# **Chief Executive Officers -- Working Group Web Resources**

## **Chief Executive Officers -- Working Group**

### **Web Resources**

#### **□ Ted Talks**

TED is a media organization which posts talks online for free distribution, under the slogan "ideas worth spreading". TED was founded in February 1984 as a conference, which has been held annually since 1990. TED's early emphasis was technology and design, consistent with its Silicon Valley origins, but it has since broadened its focus to include talks on many scientific, cultural, and academic topics.

**Link:** <https://www.ted.com/talks>

#### **□ Construction Drive**

The mission of Construction Drive is to provide busy professionals with a bird's-eye-view of the construction industry in 60 seconds. Construction Drive covers industry news and provide original analysis. Throughout the day, our editorial team analyzes the top news stories and publishes in-depth feature articles. You can also use our site to check out industry events, jobs, and more.

**Link:** <https://www.constructiondrive.com/>

#### **□ Fast Company Magazine**

**Fast Company** is the world's leading progressive business media brand, with a unique editorial focus on innovation in technology, leadership, world changing ideas, and design. Written for, by, and about the most progressive business leaders, Fast Company inspires readers to think beyond traditional boundaries, lead conversations, and create the future of business.

**Link:** <https://www.fastcompany.com/>

#### **□ Audible.com**

Access 180000+ audiobook titles including best sellers, new releases, and unlimited original audio series. Your first book is yours to keep FREE!

**Link:** <http://www.audible.com/>

# **Chief Executive Officers -- Working Group Reading List**

## **Chief Executive Officers -- Working Group** **Reading List**

### **Derek Sivers: Books I've read**

Tiny summary but **detailed notes for each**. Use the ISBN number to find it from your local library or anywhere else. **This page will constantly update as I read more**, so bookmark it if you want to check back in a few months. Sorted with **my top recommendations up top**. Sort by title, newest, or best.

**Make Your Bed: Little Things That Can Change Your Life...And Maybe the World** by William H. McRaven: **#1 NEW YORK TIMES BESTSELLER**: Admiral McRaven's original speech went viral with over 10 million views. Building on the core tenets laid out in his speech, McRaven now recounts tales from his own life and from those of people he encountered during his military service who dealt with hardship and made tough decisions with determination, compassion, honor, and courage. Told with great humility and optimism, this timeless book provides simple wisdom, practical advice, and words of encouragement that will inspire readers to achieve *more*, even in life's darkest moments. "Should be read by every leader in America...a book to inspire your children and grandchildren to become everything that they can." --*Wall Street Journal*

### **How to Win Friends & Influence People Paperback – October 1, 1998**

by Dale Carnegie: Dale Carnegie's rock-solid, time-tested advice has carried countless people up the ladder of success in their business and personal lives. One of the most groundbreaking and timeless bestsellers of all time, *How to Win Friends & Influence People* will teach you: (1) Six ways to make people like you, (2) Twelve ways to win people to your way of thinking, (3) Nine ways to change people without arousing resentment and (4) much more! Achieve your maximum potential—a must-read for the twenty-first century with more than 15 million copies sold!

### **Little Red Book of Selling: 12.5 Principles of Sales Greatness** by Jeffrey

Gitomer: Salespeople need answers, fast! Now, one book brings together all the proven, tested, instant answers they'll ever want: ***Little Red Book of Sales Answers***. This is the legendary **Jeffrey Gitomer**, the world's #1 sales presenter and author of the inspirational 250,000-copy bestseller *Little Red Book of Selling*. This new book goes beyond anything Gitomer's ever done, offering 99.5 quick, fun-to-read, real-world answers guaranteed to make sense, and make money!