

HPCG Consulting

1 Vision & Mission Statements

- what do I want to achieve - in life and business?
- what is my business purpose?
- why does my company exist?
- where will I / my company be in 1...5...10 years from now?

2 Identify Your Target Audience

- what do I enjoy?
- what am I really good at?
- who benefits from working with me?

3 Leadership

- learn to lead yourself first
 - skills
 - personality
 - perfect work environment
 - development areas
- team development
 - types of teams
 - employee personality
- employee satisfaction
 - measure
 - drive change

4 Sales & Marketing

- strategy
- goals
- instruments

5 Innovation

- types of innovation
 - products
 - services
 - processes
- disruptive vs sustaining innovation
- environment for innovation
 - in-house
 - customers & partners
 - crowdsourcing
- strategy to drive innovation

9 Work / Life Balance

- what does "balance" mean to you?
- where do you stand?
- what should change in the next quarter?
- what should change for the next 5 years?

8 Business Relationships

- customers
- partners
- vendors

7 Finance & Accounting

- analyze for each business area
 - revenue
 - costs
 - profits
- cost optimization
- process optimization

6 Project Management

- define goals
 - SMART criteria
 - link to vision & mission
- define milestones
- start execution
- review status quo and progress
- structure your organization