

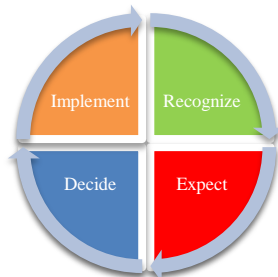


## Solving the Successful Business Puzzle...Are You REDI?

The REDI Seminar Series was developed in 2012 by a group of 8 top level business professionals representing a variety of business disciplines, including marketing, accounting, sales and human resources. The group came together to identify common barriers that prevent their business clients from reaching their full potential. They identified key disciplines which owners, CEO's and next generation leaders of closely held and family businesses often struggle with, but yet must master to succeed.

In order to master these key disciplines, the group realized that many of their clients lacked a certain mindset necessary to help them identify opportunities as well as execute these key disciplines. This ultimately led to the creation of the REDI Mindset:

Recognize and seize opportunities  
Expect & predict results  
Decide best course of action  
Implement through team engagement



### Register Now! Don't Miss A Session!

#### Dates for 2016 series:

- Session 1 – February 26<sup>th</sup>
- Session 2 – March 16<sup>th</sup>
- Session 3 – April 21<sup>st</sup>
- Session 4 – May 11<sup>th</sup>
- Session 5 – June 9<sup>th</sup>

**Where:** Madrid Building Conference Center  
 545 S. Third Street, Louisville, Kentucky

**Time:** 7:30 a.m. - 8:00 a.m. ET - Network & light breakfast  
 8:00 a.m. - 12:30 p.m. ET - Program with lunch included

**Cost:** \$500 for the series

#### 1SI Member Discount

If you register by February 11th receive a \$125 discount by using the discount code **earlybird1si**  
 If you register after February 12th use the discount code **1SI** to receive a \$75 discount  
 (One Southern Indiana members only)

To register click here.

<http://tinyurl.com/REDI2016>

in partnership with

**One Southern Indiana**

business resources  
 economic development  
 advocacy

### The REDI Speakers



### SESSION I – Case Study & Leadership

- **Initial Assessment and planning case study.** We set the tone with a company case study to work through the following disciplines and point out each roadblock along the way.
- **Lead by design - not circumstance.** Learn why no business ever succeeds by circumstance. **Lewis Rudy**, president of Rudy & Associates, leads you through proven success strategies and identifies the silos and bottlenecks that choke an organization.

### SESSION II - Tax & Finance

- **Keep more of what your company earns.** In this fast-paced overview, **Scott Olinger**, vice president at Harding, Shymanski & Company, P.S.C., provides you with a high-level look at the tax, accounting, and fraud protection issues every business owner must address in order to make the most of what their company earns.
- **Measure the right things.** **Chris Green** from ARGY spotlights key financial indicators that function as your early warning system, and helps you identify pitfalls before it is too late.

### SESSION III – Sales & Human Resources

- **Understand why sales people fail.** The greatest cost to any business is the cost of a failed sales person. "It's not what we pay them, it's the cost of missed forecasts," says **Amy Romines**, president of Impact Sales Systems. Learn why salespeople fail to meet forecasts and how to create a foundation for real, permanent change in results.
- **Maximize Information.** Most businesses struggle to capture, manage, analyze and utilize the asset known as information. This leads to misinformed decision making, lengthy month-end processes or statements such as, "Well, if I had known that, I would have...." **Annette Manias**, leader of Oasis Solutions Group, shows us how leveraging information is one of the greatest gains companies can make in the current climate.

### SESSION IV – People & Information Systems

- **Hire well.** Every owner, business leader and manager is looking for that technique, special question or unique system that will magically reveal the right candidate and put an end to the interview process. **Kurt Mishler**, president of AxiomOne, helps you discover the missing parts of most every organization's interviewing and hiring system.
- **People:** our most valuable asset. **Amy Letke**, Founder and CEO at Integrity HR, will equip you with tools to build an accountable organization with employees actively engaged in building a more successful, competitive and accountable business.

### SESSION V - Marketing & Implementation

- **Rule the internet.** Most organizations don't understand web analytics and their power to generate real, recurring business from engaged prospects. **Taylor Trusty** of Blackstone Media explains the science behind how to define a space that creates not only a presence, but also drives measurable results in terms of new prospects, client expansion, and new business.
- **Now what? Actionable plans.** Each session brings new opportunities for growth. The work is not over. During our final session, we will roll up our sleeves and examine "change-planning" based on the previous sessions and very specific business issues; task-driven action plans, timeframes, responsibilities, ROI for change, vision change ... now you are REDI!