

*For Immediate Release
April 25, 2014*



**Venture Niagara
Entreprise Niagara**
Community Futures Development Corporation
Société d'aide au développement des collectivités

ST. CATHARINES
ENTERPRISE CENTRE



Free Workshop May 8, 2014 The One Page Strategic Plan

Thorold, ON - Setting the right plan for your business is critical for success, but so is executing that plan. The problem is most strategic plans sit on a shelf collecting dust. Join us for a hands-on workshop where you'll learn how to develop a one page strategic plan that is easy to execute and measure.

You will leave this workshop with a developed plan that focuses on the following:

- How to set goals and organize your resources
- How to differentiate your business in a crowded marketplace
- The 5 most important elements of your business
- How to measure your plan to ensure its success



**Workshop Presenter
Larry Anderson, Trigger Strategies**

Larry was born and raised in Fort Erie Ontario. His love of music drove him to pursue a career in recording engineering, but sadly it never came to pass. You see one day during a class at recording school, an assignment was presented – write a radio jingle. From that moment on Larry was in love with business. Goodbye music career and hello business world. From sales and marketing to strategic planning, training and coaching Larry has spent the last 20 years working in the trenches with small and mid sized companies throughout the Golden Horseshoe. He believes that when you're green you're growing and when you're ripe you rot, so today he's going to share what he's learned so far.

**To Register for this FREE workshop call 905.680.8085 or email wendyw@ventureniagara.com
Location: Venture Niagara offices 20 Pine Street North, Thorold, Ontario
Time: 9:00am to 12 noon Thursday May 8, 2014**