

**CORNERSTONE3 & CEOZEN PRESENT:**

**THE POWER OF**

**3**

**EXCELLENCE IN ENTREPRENEURSHIP**

**WEDNESDAY, APRIL 24, 2019**

☑ Turn Lackluster into Blockbuster Returns.

☑ Attract, Align and Retain Top Performers.

☑ Grow Your Company to its Highest Value.

*This event is for entrepreneurs who have the will to win, the desire to succeed, the urge to reach their full potential...and will not stop short of realizing their ultimate vision.*

**PRESENTED BY EXPERTS WHO'VE DONE IT FOR OTHERS AND WILL EXPLAIN HOW YOU CAN DO IT, TOO!**



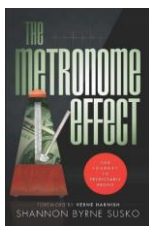
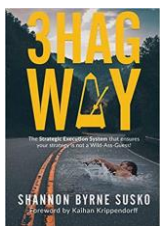
### **Shannon Byrne Susko**

*Serial Entrepreneur, CEO Coach/Advisor, Corporate Board Member  
Amazon Best Selling Author of "The Metronome Effect: Journey to Predictable Profit,"  
and Author of her latest book, "3HAG WAY"*

Shannon has more than 20 years of experience building and leading high-growth technology companies. She co-founded, served as CEO, and led the sale of two companies, Subserveo Inc. (2008-2011) and Paradata Systems Inc. (1995-2006), less than six years apart. Her third company, Metronome Growth Systems, is a cloud-based business platform for high-growth CEOs, leaders and business coaches.

In July 2014, Shannon wrote and released her first Amazon best-seller, "The Metronome Effect: The Journey to Predictable Profit, which Verne Harnish coined as the "street version" of "Scaling Up." In April 2018, Shannon released her second book, "3HAG WAY: The Strategic Execution System that ensures your strategy is not a Wild-Ass-Guess!"

Shannon was recognized as one of Canada's Top 40 under 40 in 2000, and she was awarded the Sarah Kirke Award for Canada's Leading Women Entrepreneur in 2006. She was named "Deal Maker of the Year" in Vancouver in 2011 and was also in the top three for Midmarket Company Deals on Wall Street the same year. In 2017, she was also recognized as one of Canada's 150 Leading Women. Shannon serves as a Gazelles™ global trainer for coaches and serves on their Core Advisory Team.



### **Paul Cronin**

*Managing Partner, Senior Business Advisor,  
Certified Executive Coach with Gazelles™ and Gravitas™ Impact.*

Paul Cronin optimizes business value while giving entrepreneurs and action-oriented business owners their lives back. He works with them to eliminate frustrations, achieve breakthrough growth and maximize the value of their companies. He also helps exiting owners plan their succession and execute their business transition. He specializes in turning complex problems into simple solutions by helping business owners and their leadership teams implement time-tested, easy-to-use "tools" that create great wealth. These tools are implemented immediately to make strategically smart decisions, keeping everyone aligned and accountable. He defines this process as "Strategic Execution." It is what differentiates the 5% genuinely successful companies from all of the rest."

Paul's proven success record includes a South St. Paul client that increased cash 200%, generating \$1.2MM fiscal year ending 10-31-2011. He also helped a Western Wisconsin client move from break-even to generating \$1.6MM in EBITDA in only 10 months. Among his strengths, Paul shows people how they can accomplish more as a group than they can as individuals. He makes complex problems, ideas, plans, procedures and regulations easy to understand. He is skilled at seeing projects through to completion and getting people to work together productively. His business expertise includes strategic planning and execution, growth strategies, value creation, change management, exit strategy solutions, succession planning, coaching and facilitation, conflict resolution, keynotes, lectures and workshops.



The event opens April 24 with registration, exhibits and networking at 7 a.m. followed by...



## SESSION 1: Keynote 8 – 9 a.m.

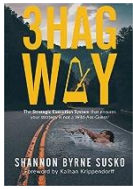
### **The 3HAG WAY: The Strategic Execution System that ensures your strategy is not a Wild-Ass-Guess!**

Every company needs a 3HAG—a 3 Year Highly Achievable Goal! Shannon Byrne Susko introduces a prescriptive framework that takes the guesswork out of your strategy and ensures confidence in where your company is headed. She will show you how to break your strategy down into a clear and simple picture—so clear and simple that your whole team will be able to see where the company will be in three years' time.

**Shannon Byrne Susko**  
bestselling author and  
executive coach

### 30-Minute Expo and Phone Break

## SESSION 2: Workshop 9:30 – 11:30 a.m. /Expo and Lunch / 12:30 – 2:30 p.m.



Get to the core of  
your business  
strategy.

### **Gut Out Your 3HAG**

This is your opportunity to practice the discipline that you and your team will apply toward building your three-year highly achievable goal (3HAG). This is a workshop, so come ready to roll up your sleeves with your team! We will dig into the key areas of your strategy to create the confidence you need to grow your business.

- **The 3 Foundations Overview** (Core Purpose, Values, BHAG, Profit per X)
- Key Process Flow Map
- Create your Company's "MAP" (external marketplace interactions)
- Create your Company's Cash Conversion Cycle (internal processes leading to revenue)
- Know your Core Customers
- Draw your Attribution Framework
- Define your Company's 3-5 Differentiating Actions
- Your One-Phrase Strategy
- Map out your Swim Lanes
- 36-Month/Month P&L
- Solidify your Brand Promise with Guarantee
- Repeat!

### 30-Minute Expo and Phone Break

## SESSION 3: Closing Session 3 – 4:30 p.m.



**Paul Cronin**  
senior business  
advisor and certified  
Gazelles™ coach

### **CASHING IN: Why only 10% Make it Big And How You Can, too!**

Only 10% of all owners receive anywhere near the value they expect for their businesses. Yet, 84% of owners are depending on the proceeds from their business sale for their retirement needs. Come and learn why 9 out of 10 owners fail to receive the value they expect from their business and how, with a few changes, they can join the 10% that make it big!

"Cashing In" consists of:

- Scorecard: A historic view of ownership outcomes
- Obstacles: Why 9 out of 10 owners fall short of their expectations
- Owner Planning: Model, discipline, and tools for successful transition
- Alignment: Ownership and leadership working together
- Business Transition Execution

Takeaways include:

- Identification of personal gaps: financial, psychological, tactical
- Value and wealth protection
- Knowledge on building and keeping your team healthy
- Breakthroughs on ownership conflicts

LOCATION:



 **Saint Mary's**  
**University**  
OF MINNESOTA

Saint Mary's University Center  
2540 Park Avenue,  
Minneapolis, Minnesota 55404

ALL THREE SESSIONS:  
(includes lunch)

**\$495**

KEYNOTE and EXPO:  
(ends at 9:30 a.m.)

**\$250**