

// SPEAKERS //

We have assembled a very accomplished group of speakers for this event in Boston.



DAN PESTRETTO

Sales Speaker
Author of "Heart: Creating a Great Brand in the Digital Age" Amazon Best Seller. Founder of SODinc, Sales Director, business leader and consultant working with small business owners and entrepreneurs.

STEVEN COHEN

Operations Speaker
Steven shares his passion, purpose and pride in the Green Industry driving success through his keen sense of business acumen and operational analysis.



GARY GOLDMAN

Financial Speaker
BS, Accounting and Mathematics from Thomas College
On Air Radio personality: Business, Politics, & Lifestyles with Gary Goldman. WCRN Radio

SUSAN HOBBS

Leadership Speaker - Keynote
A nationally recognized communication skills expert, Susan Hobbs inspires business leaders, organizations, and individuals to reshape and enhance their performance.



DAN NEAVITT

Systems Developers Team Leader
An internationally recognized certified Senior E-Myth Consultant with almost 30 years' experience in a variety of industries, gives him a unique and valuable perspective.



Business Systemization Symposium



www.sodinc.net/bai/

Any questions give us a call:

888.561.2007

The Conference Center at Waltham Woods.
Boston, MA

February 9, 10 and 11

// SYSTEMIZE YOUR BUSINESS NOW //

Systemization has worked to transform thousands of disordered and demanding small to mid-sized businesses into manageable, well-run, successful enterprises that provide for and serve business owners, the employees and their communities.

CONSISTENT

Producing predictably reliable, consistent results is not a matter of having the right people, it's a matter of routine.

SYSTEMATIZED

Creating business systems that support your people in the execution of their work, brings you in control of your four business functions: Sales, Customer Service, Administration and Management.

PROFITABLE

Discipline, standardization and order, lead to attaining projected outcomes. Stability is the foundation for realizing margins and achieving your financial goals.



**The Conference Center at Waltham Woods.
Boston, MA**

Our methods and the structure of this symposium has been determined through working with thousands of companies over many years and is based on Michael Gerber's best-selling book "The Emyth Revisted". In our symposium you'll learn how to:

- Systemize your business so you can effectively delegate to other employees and sub-contractors getting consistent and reliable results
- Write an operating procedure that aligns with and promotes your core values and business brand
- Implement processes in your business
- Get your people to do what you need and expect them to do
- Be a more effective leader instituting change throughout your organization

What you get

- Access to the SOD Business Systemization Platform.
- An organizational chart for your company as it exists and one outlined for future anticipated company growth.
- Job Descriptions for each role on the organization chart. The Position Agreements will list the required tasks and some of the details of the processes necessary to accomplish each role in the company.
- You'll have a Standard Operating Procedures Manual to take back to your company that is accessible to everyone in your organization, everywhere.
- A new perspective on business management, the tools and skills you'll need to create dynamic, ubiquitous and vital company procedures for your company.
- Discipline, standardization, order and a plan to create the business of your dreams.