



MAURER CONSULTING GROUP

●●●●●●●● Business Strategies for the Design Industry

Things No One Mentioned About Owning Your Own Business



Starting and running your own business may be your dream, but before you make that leap there are a number of things to consider.

Join **Terri L. Maurer, FASID**, President of Maurer Consulting Group for an in depth look at what it means to own and run your own business. She'll touch on facets you may not have considered when you first had that great idea to be your own boss. Was it during a moment of angst and frustration over your job, or your boss, or a lifelong dream to take charge of your own destiny?

Do you have what it takes to be an entrepreneur? Are you really sure you want to do this? What will your business look like? Have you even contemplated these questions? Not to scare you, but these are some of the easy things to consider.

Learn serious, key issues that deserve serious attention in a sometimes humorous presentation designed to smooth the way into a successful business of your own.

Who Should Attend?

This program is aimed at anyone considering starting a design business of their own; students examining career options, junior designers looking for something new, or senior designers who may not have management experience or understand all the facets of being a business owner.

Course Objectives:

- Provide an insider's look at many facets and factors to be considered **BEFORE** starting your own business. Avoid common stumbling blocks that new business owners face.
- Stress the importance of having a plan **BEFORE** making the leap into the world of entrepreneurship.
- Directions for success rather than disaster.



Terri L. Maurer, FASID

Terri L. Maurer, FASID, is president of Ohio-based Maurer Consulting Group, as well as Maurer Design Group, (MDG), a commercial interior design firm whose focus is creating solutions for its clients' corporate offices, small medical facilities and nursing homes.

Maurer Consulting Group is a strategy firm dedicated to assisting clients in interior design related industries to analyze their past and present situations, and plan strategically for their future growth and success.

NCIDQ certified since 1983, Maurer earned her degree in Interior Design from Kent State University. A past national president of ASID, Terri is a nationally and internationally recognized speaker and educator on business planning, strategic planning and marketing.

"After attending Terri's lecture, I found her advice to be extremely timely, empowering, refreshing and astute; an essential voice of inspiration for any budding or established residential and commercial designer."

Michele McCrary
former Marketing & Development Director
Elements of Living Magazine

"Terri's seminar, 'Things No One Mentioned About Owning Your Own Business,' focused on the 'new' designer or those thinking about starting their own design business. Her sense of humor, wit and organization skills were perfect for the program."

Patti D'Angelo
Design Source New England
Trade Show Chair

"After being downsized out of my outside sales representative position, I was at a crossroads in my future career plans. Terri provided very helpful insight and gave me the confidence I needed to steer my future career path in the right direction."

Lisa Blidar, President
Tierra Structures Design, Inc.