



MAURER CONSULTING GROUP

• • • • • Business Strategies for the Design Industry

Take Your Business To The Next Level



Ok, you did it: took a deep breath, gave notice to your boss, ventured out and started your own business. As a business owner, you survived all of the early-on obstacles put in front of you. Now you're ready to take your business to the next level. But what exactly does that mean? More importantly, how do you go about doing it?

This program will help you to know *when* to grow your business and move it to the next level. Growing your business doesn't necessarily mean adding staff and vastly increasing your payroll or operating costs. First you need to learn how to identify and execute growth strategies. Once you've done your homework and have a plan, you're

ready to take your business to the next level and achieve even higher levels of success.

Join **Terri L. Maurer, FASID**, President of Maurer Consulting Group for an in depth look at determining the right time to take that step, and what your next steps might be.

Who Should Attend?

This program was developed for sole practitioners and small business owners who are considering the possibility of moving their business to a higher level. New practitioners with a goal to grow their business over time can also benefit from this course. The primary target for this program is those who have been in business for some time and are ready to move their business to a higher level.

Course Objectives:

- ☑ Learn when to grow your business and move it to the next level.
- ☑ Identify and execute growth strategies to move you toward a higher level of success.
- ☑ Learn if and when to add employees necessary to meet the growing workload.
- ☑ Learn a variety of business models for taking your business to the next level.

"Terri is a walking encyclopedia of valuable business insights, gathered over decades of following industry megatrends while at ASID and in managing her own interior design practice.

I found her advice to be extremely timely, empowering, refreshing and astute; an essential voice of inspiration."

*Michele McCrary
former Marketing & Development Director
Elements of Living Magazine*



Terri L. Maurer, FASID, is president of Ohio-based Maurer Consulting Group (MCG), a strategies group focused on helping clients plan for and implement their unique vision of success. We follow a logical path of discovery and development to create a roadmap to that success. MCG's services include:

- Situational assessment of your firm's past, present and future
- Future visioning and scenario planning
- Brand development
- Business coaching
- Strategic Planning
- Market identity & segmentation studies
- Leadership development

In addition to MCG, Terri is also president of 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.

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.