



CAFE GTA Presents... Managing In Turbulent Times

The current economic situation poses major challenges for all family businesses. Constrained credit, consumer hesitancy, fragile sales, unpredictable cash-flow, and an uncertain future are the new dynamics. Family business owners and managers need to be proactive in manoeuvring through the short-term, while positioning their businesses for future success.

This session will provide participants with a strategic framework for analyzing their family business in these turbulent times and suggest approaches for engaging employees in developing innovative solutions. Our facilitators will push you to evaluate your leadership, consider your company's position and challenge what you think you know! The goal of this session: participants will leave with – *“Now I Know What I Have To Do To Manage In These Turbulent Times”*



What Businesses Often Do Wrong in Turbulent Times:

paralysis, short-term reaction and silence

What Businesses Should Do in Turbulent Times:

- SWOT Analysis and Strategic Review - developing strategies to minimize risk and take advantage of opportunities
- Initiate Vibrant Conversations with Customers, Suppliers and Competitors
- Make the decision to survive or exit and develop an implementation strategy
- Engage Employees

Our Session Facilitators:

Bill Fields is the President of Diamond Management Institute which provides customized training and consulting solutions. He has over thirty years' experience as a hands-on manager in both the public and private sectors. www.diamondmanagementinstitute.com

Murray Gottheil is a senior member of Pallett Valo LLP Business Law Group and the Family Business Law Group. Murray has a wealth of practical experience in developing strategies and creating solutions for all phases of the lives of business and business people. He has a special interest in resolving disputes in family-owned businesses and in helping businesses transition to the next generation. www.pallettvalo.com

Our Session Sponsors:



Celebrating 30 Years of Paid in Full!
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Tuesday, March 3, 2009

8:00-10:30 p.m.

Admiral Inns
2161 North Sheridan Way
Mississauga, ON L5K 1A3
“The Admiral Room”

**For more information or to
register please contact
Lorraine Bauer, Managing Director
at 905-337-8375 or
gta@cafecanada.ca**

Visit www.cafecanada.ca



Canadian Association of Family Enterprise GTA

Managing in Turbulent Times

Bill Fields, *Diamond Management Institute*
Murray Gottheil, *Pallett Valo LLP*

Sponsored by:  Celebrating 30 Years of Paid in Full! www.comretcredit.com

Tuesday March 3, 2009 8:00 - 10:30am
Admiral Inns, 2161 North Sheridan Way, Mississauga

NAME _____
FIRST LAST

Additional Names Attending _____

COMPANY _____

COMPANY ADDRESS _____

CITY/PROVINCE _____ POSTAL CODE _____

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*Cancellation policy: should you need to cancel your reservation at any event we require a minimum of 3 days notice for a full refund.

*Each event has a minimum number of required attendees. If numbers are not reached one week prior to the event CAFE GTA reserves the right to cancel the event and provide a full refund.