



THE  
**CEO  
EXPERTS™**

## **STAYING IN THE HELICOPTER®** THE KEY TO SUSTAINED PROFITABLE GROWTH

Part of THE BIG PICTURE series presented by  
**Roger Harrop** or **Juanita Vorster**

**Big picture | Purpose | Business success**

Especially during times of rising costs and price pressure, it is possible for every business leader to focus in prioritising the things that truly matter in business. It takes structured "big picture" thinking and disciplined action.

Clarity and alignment on strategy, vision and direction – and keeping business simple – start here!

### WHO WILL BENEFIT?

Anyone running – or involved in the running of – an organisation of any size in any industry, whether for profit or for social impact.  
*(Business and franchise owners, CEOs, C-level Executives, Senior Managers, Boards, Trustees, Directors etc.)*

### HOW WILL IT HELP?

This programme gives business leaders the tools to achieve sustained profitable growth while keeping things simple by "Staying in the Helicopter®".

Highlights include:

- How to increase your productivity and decrease your stress
- Why any business needs to focus mercilessly on three purposes
- The secret to shaping a business into a market leader
- Tools to take control of the things that matter the most

**"Without question this workshop has been the catalyst in enabling our six operating companies to unlock the door to profitable growth."**

*Trevor Hebdon – CEO, H&H Group plc, UK*

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PROGRAMMES

#### **COMPLETE THE BIG PICTURE**

Staying in the Helicopter® - the key to sustained profitable growth  
WIN! How to succeed in the new game of business  
Electrify your profitability™

#### **TAKE A CLOSER LOOK**

Effective leadership for today  
Creativity, technology, speed, and change  
Solve the people puzzle  
Sparkling sales in good times and bad  
Present and pitch for profit

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