

# HOW TO TURN YOUR GOOD COMPANY INTO A GREAT ONE?

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**9 out of 10 businesses never make it beyond their founders. That means that 1.5 million of the 1.7 million businesses currently employing 10-250 employees will never become viable and wither away after their owners retire on burns out.**

The main reason is that owners are not MBAs, management or strategy experts, and they can only learn so much from reading books and attending seminars. Their job is to run their business, not be McKinsey and Co. for it.

What if there was a way to make virtually all of the 1.5 million businesses, that are destined for the scrapheap, viable?

**It would raise our national GDP by 38% and increase our annual growth rate by 4.5%, allowing us to eclipse China.**

Steve Preda makes the case that there is no reason for a small business not to have a vision, a strategy and structured accountability. For it to not be able to attract and pay the people who can figure out how to grow and pivot the business forward, as necessary for it to be sustainable.

The market is always changing and every business has challenges, but these can in almost every case be overcome by the right people thinking about their business the right way. It is not rocket science to build a culture of open communication where problems are solved at all levels, goals are set and reached, and everyone is rowing in the same direction.

## VALUE TO MEMBERS

Steve will explain the Seven Management Concepts that have arisen in the last 110 years that small businesses can now implement with the help of Management Blueprints, such as E-myth, EOS or Scaling Up.

Steve explains how these concepts can be implemented and how to assemble the right people driven by a powerful purpose using a playbook and performing at a high level, generating the profit that is the oxygen for your business to grow.

Many members will articulate elements of their strategy and vision in the session and all will leave with a clear plan on what they need to do to elevate their teams to the next level of effectiveness and productivity.

Steve Preda, entrepreneur, investment banker, leadership team coach and former Vistage chair moved to America from his native Hungary, after selling his business to a private equity group. His new book, *“Buyable – Your Guide to Building a Self-Managing, Fast-Growing and High-Profit Business”* is launching on 6/1/2021.

