

*Learning...
that's more
fun, more
memorable
and gets
more
results!*

Business Workshops

A variety of creative,
informative and
interactive workshops
for new Business
Owners, SOHO's &
people wanting to
plan, start or develop
their business

learningmeasures inc.



Check us Out!

FREE Offer!

To sample our creative approach we invite you to call and book one of our two complimentary presentations.

We are confident that you will see the value we can bring to your organization and your client's businesses.

Turn on the Creative Tap Marketing Bingo

Facilitator: Brenda

Designed to help the audience come up with a minimum of 32 marketing ideas in a fun, fully interactive BINGO game. It stimulates business owners to realize that there are dozens of ways to market any business. Take the full-card challenge, you might be surprised what you'll win.

Hire Smarter Recruiting Strategies for Building a High Performance Team

Facilitator: Maureen

This workshop examines the weaknesses in standard hiring practices and suggests improvements for better recruiting, selection, and retaining employees. If you want to learn how to cut the cost of turnover and implement inexpensive hiring solutions, you won't want to miss this session.

Let us show you how affective we can be.

Call

905 841-9841



Learning...

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For the past decade we have been designing and delivering value packed presentations, workshops, clinics, and networking events.

Our experience includes developing and delivering self-employment workshops and training sponsored by the federal government, colleges, not-for-profit organizations and business associations. We have worked with thousands of new entrepreneurs, integrating many diverse cultural needs and expectations.

Our goal is to meet your financial needs and time schedules with cost effective and time efficient training programs.

Set your own agenda!

Our unique workshop formats allow you to select only the sessions that interest you and meet your needs. Choose from several categories:

EXPLORING SELF EMPLOYMENT & THE CANADIAN MARKETPLACE

MARKETING & BUSINESS DEVELOPMENT

RECORD KEEPING & CASH MANAGEMENT

FINDING & KEEPING EXCEPTIONAL PEOPLE

We can serve you with our current titles or develop a program specific to your needs.

Give us a call to preview any of our workshops.

learningmeasures inc.

Creative, Informative & Interactive Workshops!

EXPLORING SELF EMPLOYMENT & THE CANADIAN MARKETPLACE

The Canadian Way eh! Facilitator: BT/MC
What a country! How do Canadian's think, work, live and play? Learn what it means to be Canadian and discover how you can fit into this wonderful country.

Being Your Own Boss...Is it for YOU? Facilitator: MC
Have you ever dreamed about putting your skills and knowledge to work by starting your own business? Through interactive exercises and group discussions you'll learn what it takes to succeed working for yourself.

MARKETING & BUSINESS DEVELOPMENT

Marketing Made Simple Facilitator: BT
Be guided through the marketing maze. Brenda breaks it down to an evolutionary process from concept to customers. Walk through this sometimes overwhelming process in a friendly environment.

Tactical Marketing...The Plan Facilitator: BT
Get ready to sell for your business with strategies, goal setting and a clarified message. You'll learn how to write a sales script, prepare a presentation and mock up your promotional material.

What's Your Business Image? Facilitator: BT
We are our image. How do your customers perceive you? Business owners and their businesses all have an image. What does yours look like? Do you have one? The answer is yes. Is it the one you want?

Promotion On Any Budget Facilitator: BT
How much do you have to spend on promoting your business? Learn how to drive your business through promotion on any sized budget. *Explore the possibilities.*

Sharpen Your Business Focus Facilitator: BT
Sometimes we try to be everything to everyone. Not possible. Where will your revenue come from? What do your customers want? Stop spinning your wheels and focus on the road ahead.

RECORD KEEPING & CASH MANAGEMENT

Keep Your Money – Minimize Your Taxes Facilitator: MC
One of the biggest challenges entrepreneurs face in running their own business is to stay on top of their tax obligations. Proper tax planning is important because you will want to maximize your net after-tax profit and get all the allowable deductions possible.

Take Control – Manage Your Bookkeeping Facilitator: MC
As a small-business owner or a home-based entrepreneur, it's essential that you keep detailed records and receipts of all your business transactions. Learning how to record and organize your accounting paperwork can substantially help you to maximize profits, minimize taxes, control your cash and help your business grow.

Best Practices for Managing Your Cash Flow Facilitator: MC
A healthy cash flow is essential in operating a successful business. Simply put, if you fail to have enough cash to pay your suppliers, creditors, or your employees... you're out of business! Profits are not the same as cash in the bank. A company can show a profit on paper, but may still run out of cash. Small businesses are especially vulnerable to cash flow problems.

FINDING & KEEPING EXCEPTIONAL PEOPLE

Identifying & Retaining Top Performers Facilitator: MC
Imagine the competitive advantage your company would have if you had top performers throughout your organization. Unless you have made a conscious decision to hire non-performers, how do they get and stay on your payroll? Learn how to select, develop, excite and retain highly talented employees.

Develop More Effective Leaders Facilitator: MC
This presentation reviews competencies leaders must have. Learn how to find the degree to which people possess these competencies (as perceived by people they work for and with) and how to identify areas where developments can improve performance.

Each of our titles are specifically prepared for the time pressed SOHO's and small business owners. Maximum learning in minimum time.

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www.learningmeasures.com

What makes us different. We deliver unique workshops, using a variety of accelerated learning methods and techniques, that provide individuals the motivation and inspiration they need to develop their business. Attendees receive valuable materials, ready-to-use templates, and a variety of checklists and resource information to help them get started quickly and easily following each of the workshops.

Our Facilitators Maureen Catania and Brenda Turino each bring to the classroom over 25 years business development experience. Their passion and creativity in training inspires an atmosphere of learning that turns listeners into active participants. Their enthusiasm and energy is contagious and their engaging style provides an effective learning experience.

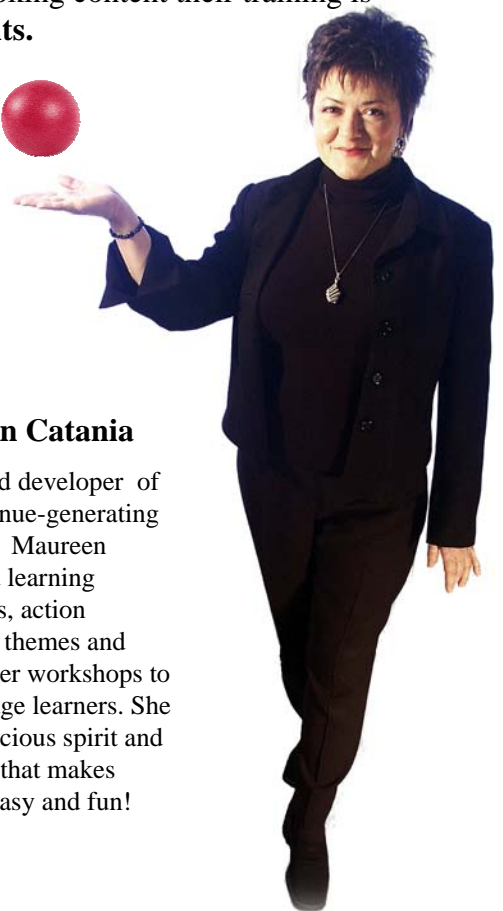
Brenda and Maureen motivate audiences by offering practical ideas and solutions. They draw on real-world experiences rather than text book theories. Through story telling, interactive learning activities, and thought provoking content their training is simply more fun, more memorable and **gets more results.**



Brenda Turino

Brenda has been speaking and presenting workshops since 1995.

A passionate communicator who presents with pizzazz! Brenda inspires her audience to explore, grow and flourish.



Maureen Catania

Owner and developer of a top revenue-generating franchise. Maureen uses rapid learning techniques, action exercises, themes and props in her workshops to fully engage learners. She has a vivacious spirit and ingenuity that makes learning easy and fun!

Need a workshop facilitator for a group of small business owners? Or a keynote speaker for a conference of hundreds? Let Brenda and Maureen bring their charismatic personalities, business insights, and superb communication skills to provide immediate and practical help.

Let us show you how affective we can be. Contact us to preview or book any of our workshops.