



NAPA VALLEY WINERY EDUCATION CENTER

STRATEGIC PERFORMANCE MANAGEMENT

The Key to Unlocking Your Company's Potential

Sponsored by

Silicon Valley Bank

Clarify Your Vision, Develop Strategies, and Create a Measurement System

WHY THE WINERY EDUCATION CENTER?

Our local wine industry exists in a competitive global marketplace. Through the hard work of local vintners, the industry has matured. Yet to be developed, however, is a system to efficiently manage a business in this industry.

Unlike other business training programs, ours has been specifically tailored for the wine industry. We utilize nationally proven techniques and tools to streamline the management process so the owner/manager has more time for what is important.

PERFORMANCE MANAGEMENT WORKSHOP

The workshop consists of seven two-hour sessions held twice a month in our education center located at Silicon Valley Bank. Since each workshop builds upon the prior one, uninterrupted attendance is crucial to the learning process.

WORKSHOP CURRICULUM

Session 1 - Financial Fluency – Part 1

Learn the Basics of Financial and Business Statements
Discover the Link between Business Activities and Financial Outcomes
Learn How the Profit Equation Ties it all Together

Session 2 - Understanding Your Business

Learn the Importance of Working ON Your Business
Define Performance Measurement
Discover Why Performance Measurement is so Important
Learn How to Get Your Team to Care

Session 3 - What Keeps You Up at Night?

Complete a Business Wellness Questionnaire
Diagnose the Health of Your Business
Develop and Clarify Your Vision

Session 4 - Why a Hierarchy of Measures?

Complete a SWOT Analysis
Learn a Step-by-Step Introduction to Performance Management
Discover the Impact on Revenue

Session 5 - Measuring and Reporting

Develop Systems to Measure
Create a Flash Report
Discover the Business Dashboard

Session 6 - Financial Fluency – Part 2

Find Out What Financial Statements Really Tell You
See a Cash Wastage Analysis
Learn How to Improve Cash Flow

Session 7 - How to Reward the Right Way

Make Sure Everyone Understands the "Rules of the Game"
Develop an Incentive Culture
Link Rewards to Your Vision

WHAT PARTICIPANTS ARE SAYING:

John and Tracey Skupny of Lang & Reed Wine Company:

"Since completing this series of workshops, with its very clear and dynamic concepts, we have honed our skills, designed a personal approach to performance, and even discovered untapped energy for success. All through simple, straightforward steps that make really big jobs feel more manageable. What a relief!"

Tom Clark & Laurie Claudon of Clark-Claudon Vineyards:

"The Strategic Performance Management Workshop was a breath of fresh air. It guided us in clarifying our vision and developing a strategy to get there. But, unlike many such courses, Craig also provided us with hands-on experience and very user friendly tools to implement change in our business practices. His considerable knowledge of the wine industry, his comfortable manner and the excellent course materials make this a good value for both new and existing wine businesses."

TUITION

The investment in tuition is \$2,000 for each business. This allows the owner and one other person from the business to participate in the program. The tuition is payable in advance monthly installments of \$500. If tuition is paid in full prior to the first session, a \$100 discount will be given. Credit cards are accepted and can be billed monthly.

Because each session builds upon the prior one, attendance each workshop is crucial to the learning process and no tuition refunds are available for missed classes.

SCHEDULE

2008 - Wednesday and Friday (Enrollment Closed)

All workshops start at 9:00 and will promptly end at 11:00.

2009 - TBA

Please contact us if you are interested in participating next year.

ADMISSION

Contact Jan Massoletti at jan@bdcocpa.com to register for our next workshop, as spaces are limited to five businesses in each group.