

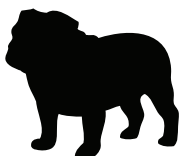
BUSINESS DEVELOPMENT

— BOOTCAMP —

A 12 month intensive program that teaches vital business development skills for new partners and senior managers



DEVELOPING
TOMORROW'S
BUSINESS
LEADERS



BUSINESS DEVELOPMENT
— BOOTCAMP —

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DELIBERATE DESIGN

Our profession is changing rapidly:

- Senior Partners, highly skilled in business development, are retiring in ever greater numbers.
- Competition for clients dollars is intense, bringing a new wave of price sensitivity.
- Escalating client attrition rates means more and more new work needs to come in the door each year just to hold top line revenue steady.
- New partners and senior managers have often not been exposed to today's highly collaborative Business Development processes.

The Business Development Bootcamp has been specially designed to address the above urgent issues facing accounting firms today.



BUSINESS DEVELOPMENT
— **BOOTCAMP** —

Business Development Workshops

- Three 8-hour conferences, one every six months
- Arranged at mutually convenient times to fit your firm's schedule
- Face-to-face interactive learning, stimulating group environment, opportunities for networking and connecting
- Includes the option to add cross-serving information specific to your firm
- Begin at 2:00 PM, conclude the next day at noon
- Produce a **Personal Business Development Plan**

Personal Business Development Plan

- Created by each participant to achieve specific business development goals
- Plan is fine-tuned with new goals for each six-month business development period

Skill Development Webinars

- 60-minute recorded training on a specific business development topic
- Broaden knowledge incrementally and consistently over the full 12 months
- Participants can listen at their convenience

Accountability Check-In

- Bi-Monthly one-on-one calls with Bootcamp faculty

Mentors

- Each participant is assigned to a mentor, a respected stakeholder from within the firm
- Monthly meetings between mentor and participant to assess progress on the **Personal Business Development Plan**
- Monthly communication with Managing Partner regarding participant's progress

Managing Partner Check-in

- Personal phone call with Bootcamp faculty every six months

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DEMONSTRATED EXPERTISE



Graham Wilson

For nearly two decades, Graham has been acknowledged as one of the accounting profession's leading facilitators for business development training. He has conducted hundreds of training sessions in the US, Canada, and Europe.

CONFIDENCE IN THE FUTURE

Here are just a few reasons why you can have confidence in the Business Development Bootcamp:

- The quality of the faculty and materials is unmatched.
- The Bootcamp requires a high level of accountability between all parties.
- The Bootcamp is a work program. We are very demanding of participants to ensure they achieve their Business Development Goals.
- Like everything we do at The Wilson Group, this program is unconditionally guaranteed to your satisfaction.



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"Graham's passion for change is contagious."

Jay Sattler, Partner, Blum Shapiro

"Since 2003 I have participated in courses taught by Graham that have helped me make positive changes in the discipline needed to consistently develop quality new work."

Eric Watson, Partner, BDO Canada

"Graham consistently holds people accountable for their commitments while maintaining a friendly and professional relationship."

Joe Blice, Partner, Hein & Associates, LLP



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Break the Tape

The Wilson Group

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