“Breaking Through” in Your Business
10 Practice Management Lessons We Can Learn from the Music Industry

In today’s competitive marketplace, it takes more than services, a website, social media presence or a couple of “hit” years to break through in your business, let alone keep it sustainable. You need to clearly define your value for the markets you want to serve, gain efficiency in your operational systems, and clarity within your team. This dynamic and fun presentation is a blast from the past. We cover 10 critical practice management considerations that are learned from the great musicians and recording studios of our time. You will learn how to “Break Through” in your marketplace, refocus and gain traction as you cultivate clients and establish your distinct position.

The 10 Practice Management Considerations include:

- The most common branding mistakes when trying to reach your audience
- How to assess and develop viable markets for sustainable growth
- What you need to focus on as your practice matures
- How to evolve your service model as your clients grow with you
- The power of teams, why they can disband, and how they stay together

Suggested Presentation Time: 60 minutes