



Speech Topics Next Step Solutions, Inc.

Next Step Solutions, Inc. is a management consulting firm focused on entrepreneurs and small- to medium-sized companies who are interested in taking their companies to the next stage of success. With our help, entrepreneurs run their businesses more efficiently and effectively, positioning them to take that ‘next step’ upward. Our clients already know how to build great products and services. We help them build great businesses.

In addition to consulting, we are also experienced speakers and instructors. We are available to speak on a variety of business topics, including those listed below. If you need a speaker for your luncheon, event or seminar, please contact us for more information and scheduling. We can be reached via email at info@nextstepsolutions.com or via telephone at 425-918-1910 or our new number 425-512-0375 during normal business hours. For more information about Next Step Solutions, we invite you to visit our web site: www.nextstepsolutions.com

Management in Tough Times – Views from Both Sides

When the economy is booming, even a poorly run company can survive and prosper. What do you do when the good times stop rolling for a while? Return to the sound management principles that always apply. We will cover:

- How to mitigate the fear everyone feels
- How to plan for survival in a down economy and be ready for the recovery
- Fostering teamwork and commitment in your workforce
- Communicating effectively to address employee morale issues
- Seizing the opportunities that exist even in a challenging economy

The Purpose Driven Business – An Intentional Approach to Achieving Profit and Success

This talk is about a structured approach to help small business owners define and reach higher levels of success. We will cover:

- How to define success and lay out a viable plan to get there
- How to put out the daily business fires without losing focus on ultimate goals
- Working the plan effectively – How to manage the process to ensure success
- How to acquire and deploy the right resources for the job
- Taking the pulse of the business – how to make sure you are “on plan”
- Knowing when it’s time to change direction

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Business Owners Anonymous – A 12-Step Program for Business Operational Excellence

Owning a business is a fabulous opportunity, but the road to profitability and success is not a smooth one. It's a rare business owner who doesn't encounter some major potholes along the way. This talk offers ideas on how to avoid most of them altogether. We will cover:

- Step 1: Business Structure and Governance
- Step 2: Business Finance 101
- Step 3: Building Your Advisory Team
- Step 4: Better Business Processes
- Step 5: Business Technology
- Step 6: Your Physical Plant
- Step 7: Legal Issues for Business
- Step 8: Planning for Success
- Step 9: Taking Care of the Customer
- Step 10: Taking Care of Your Employees
- Step 11: Management 101
- Step 12: Leadership and the Role of the CEO

Buying a Business – 7 Steps to Achieving the Dream!

Owning and running one's own business is a dream for many. This talk focuses on how to make the dream a reality. We cover:

- How to determine if owning a business is really right for you
- "Shopping" for a business – how to locate and evaluate potential purchases
- Structuring the deal – how to determine price and make an offer
- Performing due diligence – "checking under the hood"
- Closing the deal – how to handle the transition to new ownership and help the business grow!

Speaker Bios

Dennis L. Purvine is a seasoned businessman with more than thirty years in the trenches. He began his business career as a CPA, which gave him a thorough grounding in the internal workings of business as well as the opportunity to observe hundreds of companies from the inside. He plied his trade in state government, public accounting and private industry, finally starting his own practice in 1985. In response to the demands of his clients, he moved beyond compliance work and into business consulting. Now, he would describe himself as a recovering CPA, achieving step 10 of the 12-step program. More specifically, Dennis is a consulting or interim Chief Financial Officer (CFO) for small to medium sized businesses.

In addition to his extensive experience, Dennis brings two main qualities to his work. First, he is an artist with numbers. Financial data isn't a meaningless jumble to him, but a coherent shape that forms the picture of a business. He helps the client take a step back, see that big picture, and use it to better the business.

Second, he has a true passion for business. He loves this stuff! He brings it to work with him every day, to the real benefit of his clients.

Margaret W. Purvine is a business professional with a career spanning more years than she would like to admit. A graduate of the University of Michigan, she spent the first part of her business career at IBM. There, she learned the organizational, project, and management skills necessary to get large computer systems implemented properly. After leaving IBM, she and her husband Dennis founded a business consulting firm, Next Step Solutions, Inc., focused on the operational and management needs of small businesses.

Margaret shines in her work with people. Experienced as a manager and facilitator, she is able to work with her clients to make sense of big tasks by breaking them into digestible chunks. She helps her clients build and direct teams of people to get these big tasks done. Margaret enjoys teaching and finds that moment, when the light goes on in the student's eyes, particularly rewarding.

Complementing Dennis' skills with numbers, Margaret excels with words. Writing is a major passion that has generated many business articles for a number of business publications and the Web, including a column for the Puget Sound Business Journal. Writing a book is her next big goal!

