



## Speech Topics Next Step Solutions, Inc.

Next Step Solutions, Inc. is a business consulting firm focused on entrepreneurs and small- to medium-sized companies who are interested in taking their companies to the next stage of success. By helping them run their businesses more efficiently and effectively, we prepare 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](mailto:info@nextstepsolutions.com) or via telephone at 425-918-1910 during normal business hours. For more information about Next Step Solutions, we invite you to visit our web site: [www.nextstepsolutions.com](http://www.nextstepsolutions.com)

### **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

### **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!

TEL  
425  
918.1910

FAX  
425  
918.1912

WEB  
www.  
nextstepsolutions.com

NEXT STEP SOLUTIONS, INC.  
9792 Edmonds Way, #424  
Edmonds, WA 98020

## **Business Owners Anonymous – A 12 Step Program for Business Operational Success**

Entrepreneurs are the driving force behind our dynamic economy. With their creativity and passion, they found businesses and build them into successful enterprises. However, the road to business profit and success is not a smooth one and it is the rare business owner who doesn't encounter some major operational potholes along the way. A business owner may trip over an HR pothole, step into a bad business process pothole, or fall into a major cash flow sink hole. How do you climb out and keep going, or, better yet, avoid the potholes altogether?

According to Dennis and Margaret Purvine of Next Step Solutions, Inc., you start by looking at how you are running your business, i.e. your business operations. This is the glue that holds a company together and allows it to grow, thrive and make money. Without this glue, even a fast-growing company with lots of sales can fail, and frequently does. By focusing attention on 12 specific areas of business operations and taking purposeful action toward greater operational efficiency, they believe that business owners can address and even avoid potholes on the Road to Business Success.

This is a series of talks, including an overview of the entire concept and a talk on each of the 12 steps, which delve into more detail. The series is as follows:

- 12 Steps to Business Operational Excellence – An Overview
- 12 Steps to Business Operational Excellence – One Step at a Time
  - 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

## 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.

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! His wife tells the story of their first date. She asked the usual first-date question, "What do you do?" He lit up like a lamp and said, "I am a businessman. I help my clients make money." Dennis still has that passion and brings it to work with him every day, to the real benefit of his clients.

**Margaret W. Purvine** has had a wide variety of experiences during the course of her work life. The bulk of her business career, just under two decades, was spent at IBM. There, she learned the nuts and bolts of large computer systems as well as the organizational, project, and management skills necessary to get them installed and implemented properly.

Technical skill is fine, and Margaret is still a proud "geek", but where she really shines is in her work with people. Experienced as a manager and facilitator, she is able to work with her clients to make sense of a big task, break it into digestible chunks, and direct a team of people to get it done. She enjoys teaching and finds that moment when the light goes on in a student's eyes particularly rewarding.

Complementing Dennis' skill with numbers, Margaret excels with words. Writing is a major passion that has generated many business articles for web and business press. An avid cook, she swears that she will write that cookbook one of these days!

