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BLUEPRINT 2007---ONLINE BUSINESS PLANNING WORKSHOPS MOTIVATE CONSULTANTS AND PROFESSIONAL BUSINESS OWNERS IN THE BAY AREA

San Francisco Bay Area, CA--The Institute of Management Consultants Northern California Chapter (IMC Norcal) will provide a roll-up-your-sleeves business plan webinar, held in three sessions, for consultants and other professional business owners in the months of January and February..

IMC Norcal will offer members and affiliates the opportunity to tap into speakers/authors Jim Horan and Mike Van Horn's expertise on business planning over the phone and internet as a convenient and effective alternative to in-person seminars. This high-value forum for business practitioners and consultants will be offered on January 22nd, January 29th and February 5th, all from 4:00-5:30 p.m. by Horan and Van Horn for a fraction of their usual workshop rate.

This is a collaboration between two leaders in enterprise planning: Jim Horan, president of One Page Business Plan Company and creator of the web-based "Point, Click, Plan"; and Mike Van Horn, president of The Business Group, who has led planning workshops for entrepreneurs and business owners for over twenty years. Van Horn is author of "How to Grow Your Business without Driving Yourself Crazy."

These three-90-minute workshop sessions will combine interactive online discussion among all participants, thought-provoking self-paced assignments between phone sessions, and one-on-one problem solving between participants. Participants will leave with their own One Page Business Plan, created using Jim Horan's renowned web-based "Point Click Plan."

Upon sign-up, participants will receive questionnaires in pdf format. These self-guided pieces will help clarify vision and objectives, identify the biggest challenges to getting what you want, and brainstorm what you need to do for each aspect of your business.

Each participant will also have access to Jim Horan's web-based "Point Click Plan," which they will use to create their own plan.

"As consultants, we advise our clients on the importance of planning, but we often neglect to do our own. Here's an easy way to get it done," says Van Horn. "You'll leave with a practical plan of action," said Van Horn.

The program includes:

- Pre-session assessment questions to help get the ball rolling about your recent performance, where you are headed, your challenges, dilemmas, and choice points.

- 1st 90-minute online session includes finding your "sweet spot of business success," brainstorming how to get where you want to go, and how to deal with the barriers.

- Between session assignment includes one-on-one problem solving with another participant on your biggest barrier, and assessment questions on what you need to do for different aspects of your business.

Session 2 includes an introduction to the One Page Business Plan's "Point Click Plan."

Between sessions: Create your own plan using Point Click Plan. Submit plans to leaders.

Session 3 includes selected plan presentations, and feedback from leaders and other participants.

Mike Van Horn has advised entrepreneurial companies since 1982 on how to grow their business and operate with greater ease and profitability. He has authored a dozen books for business owners, including ***Grow Your Business Without Driving Yourself Crazy***.

The One Page Business Plan company was established in 1990 by Jim Horan and is located in Berkeley, California. Today The One Page Business Plan Company is rapidly becoming recognized as a leader with its innovative planning and performance management products, software, consulting and training services. Jim has authored the Amazon Bestseller ***The One Page Business Plan***, now in its 8th Printing

The Northern California Chapter of the IMC is the largest chapter of the 25 U.S. chapters and has more than 210 members. Founded in 1968, IMC members specialize in all management consulting areas including: marketing, finance, human resources, logistics, manufacturing, purchasing, research, and technology. Their expertise extends across all industries, domestic and international.

The Northern California Chapter provides regular monthly educational and networking programs in the form of a regional Chapter meeting and local educational breakfast meetings held in a number of cities throughout the Bay Area. The Chapter's meetings are typically held on the second Monday of the month from September through June. Upcoming meeting topics can be found on the local chapter website at: www.imcnorcal.org/upcomingevents.htm.

"We anticipate a good showing per event," said Program Chair Doug Bedinger. "This is a unique opportunity for consultants and professional business owners to stop and review their best practices, get new ideas on how they work together with their internal and external business partners to meet their objectives." Doug also notes that "These consultants really know their stuff. They have worked with some of the best in the Bay Area and have a lot to offer the small business person in search of success. A few of Jim's clients include: Headstart, Stamford Health System, Mckesson, Kaiser, Oracle and Apple. Mike Van Horn's clients consist mostly of small companies like: Sushi Ran restaurant, Maxwell Money Management, Indigo Films, WIGT Printing, Verus Technology Solutions and Suiter Financial Systems."

The workshop is being provided at a discount for \$59 to members who sign up before January 15th, and \$79 thereafter. Non-members will be asked to pay \$89 before January 15th and \$119 thereafter. The program includes three webinars, pre-work and brainstorming materials, and access to the Point-Click-Plan online planning tool. Registrants can reserve their spot through Acteva at the www.imcnorcal.org website or call 1-800-462-8910.

For more information, please contact Doug Bedinger at (925).947.5726 to learn more about the upcoming programs or visit the Institute of Management Consultants' website at www.imcnorcal.org.

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