

Strategic
Planning

Strategic
Thinking

Strategic
Results



Robert Bradford has helped his clients
increase their profits by billions.

Imagine what he can do for your members!

“Strategic Planning is about doing the right thing in the right place at the right time. Would you rather do that, or just perform well tactically?”

What your audience will get:

- **HIGHLY** interactive experience
- Material related to **YOU** and **YOUR INDUSTRY**
- A **REAL** expert - not just a speaker
- New ways to build profits
- **REAL** tools for re-thinking their business models
- And still, a fun, entertaining experience!

While Robert Bradford has taught some of America’s leading organizations to be more profitable, he is extremely playful and interactive with his audiences. Whether he’s doing a 30 minute talk or a two-day seminar, Robert’s audiences are always engaged. He punctuates many of his hard business truths with engaging humor and relevant stories.

If you want a dynamic, entertaining program stuffed with hard strategic content, Robert Bradford is the perfect choice.

What makes Robert Bradford different is rather than just reading about strategic planning, he has done it hundreds of times with some of America’s fastest growing organizations.

In 20 years of work with companies in a wide range of industries, Robert Bradford’s Center for Simplified Strategic Planning has developed a process which goes beyond the tired old cliché’s of strategic planning to deliver real, measurable results. The Simplified Strategic Planning process includes cutting edge topics such as *islands of profit, zones of competency* and the *margin saddle*.

Because Robert has both taught and done strategic planning for 20 years, he is capable of delivering anything from impactful keynotes to 1 and 2-day workshops. These full-day workshops can be an additional fundraising opportunity for your association. Robert Bradford has been presenting workshops for Michigan State University since 1987.

Robert is also the coauthor of the best-selling *Simplified Strategic Planning: a No-Nonsense Guide for Busy People Who Want Results Fast!*, from Chandler House Press, and the *Simplified Strategic Planning Manual*.

“Your speech was full of great, useful stuff!”

John Seeger, Precision Metalforming Association

“Robert delivered an interactive, hands-on learning workshop tailored to the specific needs of our industry.”

Tracy Hirsch, Association for Manufacturing Technology

“The best custom program we’ve ever had...”

Marilyn Rogers, Northwest Airlines

For access to examples of content from CSSP visit www.cssp.com/resources.php.



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“The difference between success and failure in today’s economy is a truly great strategy. I teach leaders what they need to know – not just what they want to hear.” – Robert Bradford