

**THE BUSINESS FORUM COMING EVENT:
OWNERSHIP THINKING, LLC – The Business Model for the 21st Century**



Presenter: Brad Hams

Tuesday, February 16, 2009

Roanoke Higher Education Center – Room 212

8:00 a.m. – 10:00 a.m. (Open Session)

10:15 a.m. – 11:30 a.m. (Members Only Session)

“Why can’t everyone see what I see?”

As a business owner or leader, you’ve probably agonized on this question at some point. Why can’t my employees see the issues I see? Why don’t they focus their attention on the important issues? Don’t they understand the cost of doing business?

The problem is not that your employees lack the interest or capacity to contribute, but simply that they haven’t received the information, education, or tools they need to begin thinking and acting like an owner. Owners are focused on the company: sales, cash, profitability, the marketplace. Employees tend to focus on “me”: compensation, benefits, job security, getting my work done. Ownership Thinking is a proven process that will move your employees from “me” to “us,” creating a better work environment and significantly improved financial performance. Companies practicing Ownership Thinking financially outperform their competitors by 30% or more, and they retain employees at a 200% better rate.

Brad Hams delivers an engaging and interactive program that provides his audience with an overview of Ownership Thinking, as well as tools that they can take back to their organizations and immediately put to use. The workshop covers:

1. Business Acumen: Teaching your employees the fundamentals of business so they can link the tasks they perform to business objectives and, ultimately, their incentive plans
2. Transparency and Accountability: How to identify key indicators, build scoreboards and rapid improvement plans, and create an environment of high visibility and accountability
3. Incentives and Equity Sharing: How to build incentive and/or broad based equity plans that *really* work

Invent the Future

4. Finding Your Organization's Higher Purpose: How to move people beyond the entitlement mentality so pervasive in our culture, and toward a mentality of earning and purpose.

Value to Attendees: Participants will learn the fundamentals of Ownership Thinking as noted above. They will gain an understanding of how to effectively teach financial acumen to their staff, and will receive practical tools to do so. They will learn how to identify their organization's key indicators, and how to create an environment of visibility and accountability by forecasting with scoreboards. They will learn how to design "rapid improvement plans" that will assist them in tackling weaknesses within their organizations, and will leave the workshop with at least one plan that they can put into action. Finally, they will learn how to design incentive plans that protect the organization's cash flow, are self-funding, understandable, clearly aligned with business objectives, and effective in driving financial performance.

Brad Hams is on a mission to eradicate entitlement. His company, Ownership Thinking, has helped hundreds of companies to diminish or defeat the entitlement mentality that is so pervasive and so devastating in our culture, and to replace it with cultures of earning – **of employees who think and act like owners**. He believes that human beings do not gain self esteem through unearned compensation, empty praise or false security, but rather through achievement. His company provides employees and organizations with the tools and training they need to realize their potential, and to create wealth where wealth might never have been created.

Brad, with the help of his extraordinary team, developed the Ownership Thinking model in the early '90s, during which time he was the president of Mrs. Fields Cookies in Mexico. Prior to this, he held executive positions in the area of finance and operations in a fortune 100 company. Brad is a lifelong student of business and finance, holds a master's degree in Organization Development and Human Resources, and has taught business at the graduate level. He is a board member of the National Center for Employee Ownership, the number one resource for information and research related to broad based equity programs. In addition to his consulting work, Brad spreads his mission and message by speaking to roughly 70 audiences a year, and is one of the most sought after speakers for Vistage, the world's largest membership organization of CEOs.

This educational event of The Business Forum is open to the general public. To register for this event:

Members of The Business Forum – contact the Virginia Tech Roanoke Center at (540) 767-6100 or by e-mailing vtroanoke@vt.edu on or before February 10, 2010.

Non-members of The Business Forum – RSVP to the Virginia Tech Roanoke Center by calling (540) 767-6100 on or before February 10, 2010. Your organization will be invoiced \$200 per participant.

If you have questions or need additional information, please contact the Virginia Tech Roanoke Center by calling (540) 767-6100 or e-mailing vtroanoke@vt.edu.