



## Join Us for Monthly Facilitated Conversations

REGISTER TODAY AT  
[COLLECTIVE54.COM](https://collective54.com)

### **Increasing Leverage in Professional Service Firms**

FRIDAY, MARCH 20 | 10:00 AM PT / 1:00 PM ET

**Facilitated by Kevin Gray, CEO of Veracity Capital**

Learn how your firm's business model relates to leverage as a mix of billing rate levels, target utilizations and billable hours quantity with a fixed overhead cost, and how to maximize your leverage.

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### **Winning More Business: Learn How to Compete, from the Experts**

FRIDAY, APRIL 17TH | 3:00 PM PT / 6:00 PM ET

**Facilitated by Andy Keith, CEO of Multiview**

Learn how to help your organization automate opportunities, predict costs on prospective projects and align sales and service teams and win more business.

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### **Client-centricity and Lifecycle Management Can't Just be an Aspiration**

FRIDAY, MAY 22ND | 10:00 AM PT / 1:00 PM ET

**Facilitated by Rich Sheinfeld, Partner and Director of Bain and Company**

Learn how owners can better focus their resources and drive profits up by establishing "firewalls" between operating groups.

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### **Scaling Your Firm Brings Changes and Challenges. Is Your Leadership Team Ready to Adapt?**

FRIDAY, JUNE 26TH | 10:00 AM PT / 1:00 PM ET

**Facilitated by Adam Prager, Co-Leader of Korn Ferry North American PSO Practice**

Learn how to carefully consider the people you work with based on company needs, competence, experience in scaling a firm and strong culture fit.

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### **The Biggest Threats to Profitability in Professional Services Firms**

FRIDAY, JULY 17TH | 10:00 AM PT / 1:00 PM ET

**Facilitated by Bruce Ballengee, CEO of Pariveda Solutions**

Learn from the past mistakes of our experts and avoid potentially detrimental decisions in the future.

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### **How to Avoid the Hero Syndrome? Replicate Yourself!**

FRIDAY, SEPTEMBER 18TH | 10:00 AM PT / 1:00 PM ET

Facilitated by **Sean Magennis, President and COO of YPO**

Learn how to solve the under-delegation problem by replicating yourself though your partners and by replicating your partners through the staff.

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### **Ready to Successfully Guide Your Company through Cycles of Rapid Growth and Organizational Change? Learn How to Handle Rapid Growth.**

FRIDAY, OCTOBER 16TH | 10:00 AM PT / 1:00 PM ET

Facilitated by **Pete Lerma, Principal and Founder of Richards/Lerma**

Learn how to effectively face with challenging decisions that require adaptability and be an effective leader that inspires everyone else.

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### **Mastering Growth: Learn the Insider Secrets to Proven Success - *by the Experts***

FRIDAY, NOVEMBER 13TH | 10:00 AM PT / 1:00 PM ET

Facilitated by **Joe Gagnon, CEO of Performancetea.com**

Every barrier to engagement, productivity and growth can be overcome. Learn the secrets to mastering growth from the experts that have led the way.

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### **How Professional Services Marketers Can Stand Out in a Crowded Marketplace**

FRIDAY, DECEMBER 18TH | 10:00 AM PT / 1:00 PM ET

Facilitated by **Andy Bateman, CEO of Sid Lee, USA**

Learn how professional services firms can effectively 'sell the invisible' - intangible qualities of experience and expertise that resist easy descriptions in an increasingly competitive marketplace.