

STRATEGIC ALLIANCE PARTNERS



Please contact our SAPs when you have a need for their services!



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FORUM TOPICS

- Assessing cost and finding leaks in HR operations: How much should HR really cost?
- The laws of benefits: What you can and cannot do regarding employee benefits.
- All things PPP and Covid: Navigating your business and employees through this difficult time.



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FORUM TOPICS

- Printing Money: Understanding inflation and how it can impact you and your business.
- Pre-experience Selling Your Business: The power of seeing it before it happens
- Tax changes on the horizon and what it means for you
- From One CEO to Another: Discussion with AB CEO, Seth Bernstein



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FORUM TOPICS

- Top 3 issues employers should know about for operating during Covid-19.
- Make your workplace a hard target: Practical strategies to prevent and prepare for violence in the workplace
- Choose your own adventure: If another question or topic is of interest to your forum, we will customize a presentation just for you! Or we could bring a couple of folks for an "AMA" (Ask Me Anything) session.



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FORUM TOPICS

- Q & A from a legal perspective - engaging, compensating and transitioning employees.
- Due your diligence now and lessons to minimize surprise - milestone transactions & key company contracts.
- Our success depends on our IP - helpful hints to protect and monetize this, that and the other.



The CityLiving Group at Village
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FORUM TOPICS

- Buying and selling your home during covid
- Nashville real estate market update
- Ask Mark! Have real estate questions for Mark Deutschmann?



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FORUM TOPICS

- Questions you should be asking your CPA-What all taxpayers should know/Own the plan to execute
- How to become bankable- Numbers matter, but what else can help?
- How do you know when you are ready to sell your business? Financial/Emotional
- Trends in financing start-ups



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FORUM TOPICS

- How to Scale up Your Business by Leveraging Global Talent For Any Role at a Fraction of the Cost.
- Myths and Facts About Hiring a Virtual Assistant.
- Return on Time (ROT): The Most Underrated KPI: Learn why ROT should be on every company's scorecard and get two practical solutions to increase it.



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FORUM TOPICS

- How to make your assets dynamic.
- Creditor and asset protection: Protect what you have worked so hard to build.
- Economic outlook: Prepare for changes in the local and national business environment.



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FORUM TOPICS

- There is Blood in the Streets... NOW WHAT? Now is the best time to invest in your business.
- SEO is the CEO of your Website- A discussion on how Search Engines can drive more qualified leads straight to your website.
- "THERE SHOULD BE AN APP FOR THAT!": How to tell if investing in app development is the right way to spend your money.

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FORUM TOPICS

- Create Lasting Change - why change doesn't stick and what to do about it.
- Right People Right Seats - How to define it, how to measure it, and how to take action.
- Clarifying your Vision and Plan with 8 Questions so that everyone is rowing the boat in the same direction.
- Conflict is Good! - Learn to lay the foundation for healthy conflict in the workplace.



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FORUM TOPICS

- Economic update/forecast.
- Beyond PPP: What role the SBA can play in your business.
- A Roadmap to Investing in Real Estate.



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FORUM TOPICS

- Personal and business tax planning to maximize cash-flow
- Transaction advisory, support from the buy or sell side of a deal.
- SOC (statement of controls reports and internal control assessments to help you identify and remediate gaps in your company's business processes and procedures.



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FORUM TOPICS

- Cyber Liability: Do I need it? Am I at risk?
- Why are my rates going up?
- Testing Your Systems: IQRM's. IQRM's are tests we can administer created by industry experts in fields like cyber, fleet safety, business continuity, etc. A company can take a test to see what grade they get in a certain area.



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FORUM TOPICS

- **Surviving a Broken Economy:** Whether it's allocating your available cash or guiding a financial model to help you make the big decisions, we'll share a solid checklist you need to start protecting your company.
- **Establishing a Business Report Card:** We'll talk through the most important financial measurements, creating processes to efficiently gather data, and 3-5 things to measure weekly.
- **How to Mitigate Risks/Fraud:** Important checks & balances, supervision of accounting staff, strengthening your financial reporting team and improving statement accuracy.



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FORUM TOPICS

- Show me the money - how to get a loan from a bank.
- Beg, borrow or buy - financing options to acquire (or be acquired).
- How SBA can help your business.



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FORUM TOPICS

- Managing remote workforces and better leveraging technology.
- Managing security at both the organizational level and insurance level.
- What a robust backup and DR plan should look like.



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FORUM TOPICS

- How business valuations are determined and the four steps to understand how to sell for an irrational high valuation
- The seven principles of making your company irresistible once you decide to sell (and why it matters even if you aren't thinking about selling).
- Lessons learned from the secret failure of the Disney Institute that will help you achieve sustainable success in your business (and life.)

STRATEGIC ALLIANCE PARTNERS



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FORUM TOPICS

- Embracing company culture in the new virtual world.
- Hiring, on-boarding, and retaining your team in a remote world.
- How to foster existing relationships in a virtual world.



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FORUM TOPICS

- Why it is critical to understand the value of your business from a buyer's perspective and how you can use that valuation to help you make great business decisions
- Everyone has an exit plan (whether they know it or not), and why having a good grasp on your exit plan can give you greater freedom to run your business effectively
- Why do so many great "looking" deals fall apart? The complex reason and simple reason.



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FORUM TOPICS

- What to expect when your business is sued or has property damage - Current claims scenarios affecting our customers and what coverage gaps put businesses most at risk.
- Covid insurance updates - active and potential lawsuits against businesses and insurance companies, what is covered by insurance and what are exposures to my business.
- Why is health insurance so expensive? An insider's opinion.

IN-KIND STRATEGIC ALLIANCE PARTNERS



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FORUM TOPICS

- 10 ways to get the media's attention
- 8 tips for becoming a better writer
- Content Marketing 101
- SEO: How to show up on more web searches



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FORUM TOPICS

- Building a diverse and inclusive culture: Companies that focus on building diverse and inclusive teams have a significant competitive edge when it comes to financial performance, innovation and capturing new markets
- How does the EC drive impact and value throughout the entrepreneurial lifecycle.
- How is Nashville connecting the entrepreneurial, business and investment communities to drive entrepreneurial growth



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FORUM TOPICS

- The Guide to a Great Virtual Event
- "How I added 14,000+ emails to our mailing list in 18 months"