



2020 ANNUAL SYMPOSIUM



The Center for Enlightened Business 16th Annual Symposium

Monday, October 26 – Tuesday, October 27, 2020

How to Price, Sell, and Deliver your way to an Ideal Practice...And the Winning Mindset to get there.

Powerfully created to help you and your team take your pricing, selling, and advisory skills to the next level while enjoying the work that you do - This event will not only focus on price, sell, and deliver we'll also cover building and a lucrative and fulfilling practice, and lifestyle too!

Learning Areas

- Building a successful Advisory Practice
- Planning & Alignment
- Sales and Advisory Skills Development
- Professional and Personal Skills Development (getting things done, fulfillment, wellness, and more)
- Lead Generation
- Technology
- Honing Your Winning Mindset
- Introduction and Advanced Releasing Skills
- Guest Speakers and Special Presentations
- And more

Session Formats

- General Sessions
- Breakout Sessions & Masterminds
- Individual and small group work
- For more focused and added value learning, sessions will include:
 - Small group segmenting: by role, firm size, learning needs, and more. For example, periodically grouping people into smaller learning pods; occasionally grouping team members with team members, like firm sizes, levels of experience, sales or advisor focus tracks, and more.
- You will have opportunities to
 - Work with your team or like size firms
 - Break up your team for individual learning experiences
 - Cross pollinate with firms of different sizes and people in different roles

Agenda

Monday:

- Owning the role of Valued Advisor
- Honing Your Winning Mindset (Sessions)
- Building a successful Advisory Practice
- Attracting and Hiring Great Talent with Ease
- The Real Benefits of Outsourcing
- And Guest Speakers and Special Presentations

Tuesday:

- Sales and Advisory Skills Development
- Software that Makes Advisory Simple
- Masterminds & Breakouts
- Best Practices
- VIP Celebrity Guest Speaker