

# **Masterpreneurship**<sup>®</sup> LAS VEGAS BUSINESS STRATEGY MASTERY

## **BUSINESS STRATEGY MASTERCLASS**



### **Two-Day Business Strategy MasterClass**

**HOW TO DEFEAT THE COMPETITION**





# BUSINESS STRATEGY MASTERCLASS



## When MONEY Matters Most®

WITHOUT MONEY FORGET ABOUT IT

— Emerson & Elizabeth Stone

### WHAT'S IN YOUR STRATEGY TOOLBOX?

**SITUATION.** The current highly competitive business marketplace coupled with the threats of terrorism and natural disasters requires exceptional business savvy.

**MISSION.** Sustained business success requires timely collaborative strategic, tactical, and operational win-win asset allocation and alignment with flawless execution. Balancing multiple competing demands – most especially customer and employee loyalty – within the context of finite resources is the business challenge of the day.

#### CONCEPT.

- What are the leadership competencies and business capabilities for sustained success in today's challenging business environment?
- Our three Masterpreneurship® Business Strategy MasterClass programs squarely address this question by providing a best practices, tool-focused approach to sustainable business success with three role-specific answers:
  - *Business Owner Strategy MasterClass* for business owners only.
  - *CEO Business Strategy MasterClass* for CEOs only.
  - *Top Team Business Strategy MasterClass* for strategic management team members only – especially CEOs, COOs, and CFOs.
- Each two-day Masterpreneurship® Business Strategy MasterClass puts all the pieces together: Research-based, comprehensive, cutting-edge with facilitator presentations, case studies, business analysis, action planning, group exercises, and extensive peer interaction.
- Providing a unified perspective on strategic competitive advantage, innovative marketing, tactical alignment, and operational excellence.
- Focusing on strategic business decision-making and strategic management team effectiveness, our *Masterpreneurship® Business Strategy MasterClass* combines world-class "dantotsu" - *best of the best - east-west-business-military strategic thinking* with a comprehensive total-team approach to sustained superior personal and business performance to form the world's leading two-day advanced business strategy program.

#### PREREQUISITES

- Ability to deal effectively with chaos and complexity.
- Conscientiousness.
- Creative.
- Emotionally fit.
- Open-minded.
- Risk-taker.
- Sense of humor.
- Strong leader.
- Team player.



# WORLD-CLASS TRAINING



## Experience-Integrity-Expertise



**EMERSON & ELIZABETH STONE**  
Senior Partners

### *Featured Presenters*

Our two-day *Masterpreneurship® Business Strategy MasterClass* series is personally facilitated by Emerson and Elizabeth Stone—leading international business strategy and executive development experts—each bring over thirty-five years of entrepreneurial and executive leadership expertise from multiple industries and organizations as business owners, corporate CEOs, board chairs, senior executives, general managers, business consultants and executive coaches:

- Helping business owners, CEOs and top strategic management teams from all sizes of business, professional, governmental and not-for-profit organizations, including Fortune 500, multi-nationals, NATO, the U.S. Department of Defense, health care organizations, small high tech start-ups, growing/IPO directed companies, plus individual executives, celebrities and public figures both in the United States and abroad more effectively achieve their personal, professional and organizational objectives.
- Offering a unique combination of experience and expertise making them trusted partners to clients globally concerning their most challenging business issues especially with those business executives who are **READY TO TAKE THEIR ORGANIZATION TO THE NEXT LEVEL.**

### *About Elizabeth & Emerson Stone*

Despite the facts that Emerson loves sports, martial arts and is an "Oregon Duck" and Elizabeth's alma mater is NYU and loves theater and ballroom dancing—coupled with their strong political differences, they still find common ground and are enlightening, entertaining, humorous, engaging, and offer the leading-edge in business strategy development and are much sought after “Rock-Solid” team presenters at seminars, keynotes, workshops and retreats worldwide.

- Elizabeth Stone was born in Little Rock, Arkansas and had the good fortune of being a Mauney, whose family fortune began as major shareholders of the only diamond mine in North American. Determined to have her own career, she entered the apparel industry in New York City training with Saks Fifth Avenue and specializing in sales and marketing. Her favorite position was as a buyer for 250 stores. Mid-career Elizabeth moved to the hospitality industry and became a success as a restaurateur, catering company, and event center entrepreneur. Her favorite entrepreneurial memory was becoming friends with President Clinton’s mother, Virginia who was a frequent patron at one of Elizabeth’s restaurants.
- Emerson Stone III was born in Hollywood, California where his father helped develop Capitol Records into a world entertainment leader. He learned early the importance of innovation backed by sound business practice. He is a Distinguished Military Graduate and Superior Cadet of the University of Oregon, where he received both his Bachelor of Science Degree in Military Science & Management and a Master of Science Degree in Systems Science. Emerson is a combat veteran serving twice in command and in four battle campaigns with the United States Marine Corps. His Ph.D. studies were in Business Administration with research specialization in executive leadership development at Harvard University/Fielding Institute, including executive stress management study with Professor Herbert Benson at Harvard, which led Emerson to the development of the *Stress-Strategy Connection*.



# WORLD-CLASS VENUE



## CERTIFICATES

1. Business Owner Strategy MasterClass: Awarding of the *Masterpreneurship® Business Owner Certificate in Advanced Business Strategy* upon successful program completion.
2. CEO Business Strategy MasterClass: Awarding of the *Masterpreneurship® Chief Executive Officer Certificate in Advanced Business Strategy* upon successful program completion.
3. Strategic Management Team MasterClass: Awarding of the *Masterpreneurship® Strategic Management Team Certificate in Advanced Business Strategy* upon successful program completion.

## AGENDA



## Times

- *Masterpreneurship® Business Strategy MasterClasses* begin at 8:00 AM and ends at 5:00 PM each day.
- Break at 9:30 AM-10:00 AM
- Lunch: 12:00 PM-1:00 PM
- Break at 3:00 PM-3:30 PM

## Modules

- All *Masterpreneurship® Business Strategy MasterClasses* include facilitator presentations, extensive peer interaction, case studies, business analysis, crucial action planning.
- Presented sequentially in five modules following our proprietary *When Money Matters Most®* protocol.
- Top Team Business Strategy MasterClass: Awarding of the *Masterpreneurship® Strategic Management Team Certificate in Advanced Business Strategy* upon successful program completion.

## ATTIRE

- Business casual.

## SCHEDULE with MasterClass Program Details and Secure Eventbrite Registration Links:

- [CEO Strategy MasterClass 20-21 MAR 2017](#)
- [Business Owner Strategy MasterClass 17-18 APR 2017](#)
- [Strategic Management Team MasterClass 22-23 MAY 2017](#)
- [Business Owner MasterClass 17-18 JUL 2017](#)
- [CEO Strategy MasterClass 18-19 SEP 2017](#)
- [Strategic Management Team MasterClass 23-24 OCT 2017](#)
- [Business Owner MasterClass 13-14 NOV 2017](#)



# WHEN MONEY MATTERS MOST®



## ABOUT US

MASTERPRENEURSHIP LLC has become since 1972 one of the world's leading business development firms by helping companies deliver the "Right Results." Our business development solutions are galvanized by our proprietary Masterpreneurship®—Unified Strategy Development Model and When MONEY Matters Most®—Crucial Strategic Outcomes Assessment Tool—providing a comprehensive, total-team perspective on strategic competitive advantage, tactical alignment effectiveness, operational excellence, and the requisites for sustained superior business and career performance. Our unique combination of experience and expertise makes us trusted partners to our clients worldwide concerning their most challenging business issues at each leadership level—strategic-tactical-operational.

## CLIENTS

- **Our success** is due in large part to companies like Apple, AT&T, BMW, Boeing, BJC HealthCare, Four Seasons Hotels & Resorts, J.P. Morgan Chase & Co, Marriott Hotels, Microsoft, Nextel, NASA, NBC, Nielsen Media Research, Nike, Nordstrom, ChevronTexaco, Saks Fifth Avenue, Saudi Aramco and Zions Bancorporation who have shared their business challenges and has resulted in our design and development of industry-leading business strategy solutions for world-class organizations and their leaders based upon real world needs.
- **Our business development solutions** are trusted by organizations around the world, including AAA, Advanced Semiconductor Materials-Japan, Aegon N.V., Airlines Reporting Corp. (ARC), Alcoa Inc, Allied Medical Supply Inc., Alloy Surfaces Inc., Anethcdc, ASM America, AWAL IT Services Co , New Car Dealers Association-NCDA British Columbia, Bayer AG, BMW, Boeing, BJC HealthCare, Calista Corporation, Cerebra Training Systems-Canada, Caterpillar, Chevron Corporation, City of San Jose California, Coca-Cola Company, Dartmouth-Hitchcock Medical Center, Daimler-Chrysler, Department of Homeland Security, Detroit Metropolitan Wayne County Airport Authority, Emory University Hospital, European Health Spas, Facility Group Brazil, FCL Logistics , Friedman Corporation, G&D Integrated, GoDaddy.com, Grand Canyon Resort Corporation, Hawaii Employers' Mutual Insurance Co., HealthSouth, Hitachi Cable Manchester, Inc., Honda Motor Company, Home Depot, Honeywell, Hunter Public Relations, Ingersoll-Rand/TAO, IBM, Institute of Public Administration Saudi Arabia, Jack LaLane Health Clubs, JDS Uniphase Corporation, Linc Group, Los Alamos National Laboratory, Meggit Silicone Products-UK, Mercedes-Benz, MoneyGram, Nationwide Mutual Insurance Company, Navajo Nation, Neohapsis, Nextel Communications, Nexen Inc. Canada, Nike, Nevada State Bank, Norbest, Inc., NGAS Northrop Grumman Astro Aerospace, Novartis International AG, Peak Health Solutions, Pearson plc, Pelican Energy Consultants, LLC, Providence Health System, Ritz-Carlton, Sakata Seed America, Inc., Solar Turbines Incorporated, Science Applications International Corporation (SAIC), SNF Holding Company-France, Solar Turbines Incorporated, Signum Advisors, Inc., Staples, Situs Holdings, Synergetics USA, Inc., Technigro Pty Ltd Australia, Tenix, LADS, Inc. Australia, Touchstone Behavioral Health, Transamerica Corporation, US Army, US Department of Defense, US Department of Health and Human Services, US Navy (NAVAIR), Valero Energy Corporation, VMware, Walgreens, WCRA, Xerox, and Zions Bancorporation.

## CONTACT US



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