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make mine a million \$ business

ARCHIVE: Wednesday, March 30, 2011 - CMI Quarterly Case Study: Business Planning Basics for Creating a Profitable Partnership

Webinar by [Ellen Rohr](#) & [Libby Ladu](#) on 03/30/11 • 470 reads in

 2011-03-30 16:00 Count Me In Quarterly Case Study - Business Planning Basics for Creating a Profitable Partnership - wmv (http://www.makemineamillion.org/sites/default/files/2011-03-30_16:00_Count_Me_In_Quarterly_Case_Study_-_Business_Planning_Basics_for_Creating_a_Profitable_Partnership_-_0.wmv)

This webinar is part of our quarterly case study series with **Ellen Rohr & Libby Ladu**. Ellen & Libby help boost your financial confidence by exploring real financial data of actual business owners and address the most important topics in understanding your finances.

In this complementary webinar, Count Me In Experts Ellen Rohr and Libby Ladu explored the real-life experience of business partners Sandi Webster and Peggy McHale of Consultants 2 Go, about how to have a successful partnership and overcoming rough economic circumstances.

Sandi Webster and Peggy McHale of Consultants 2 Go planned for success...and delivered with \$5 Million in Sales in 2010!

In 2002, Sandi Webster and Peggy McHale left the corporate world to establish their own consulting practice specializing in the Financial Services, Telecom and Insurance industries. Consultants 2 Go® (C2G) is now recognized as an award-winning consulting firm and has provided services to some of the world's best known and most respected organizations including: American Express, AT&T, DFA Capital Management, CAST Software, Cingular, MasterCard, MeLife, Verizon and Vonage. While C2G has worked primarily with clients that are Fortune 500 and mid-sized companies, we also extend services to smaller businesses.

Sandi and Peggy achieved profitably in spite of rocky economic times. Join us for a power packed 60 minutes of proven practices and sound advice as CMI business growth experts Libby Ladu and Ellen Rohr speak with them about.

Recovering from Post-9/11 personal tragedy and economic disaster.

- Smoke 'em if you got 'em – how they used available resources to develop their business.
- Why values matter--what happens when you hire someone who isn't a "value fit."
- Plan, then adjust-- How to act fast when you need to
 - Undoing a wrong employee move
 - Responding to a big client's changing market
- From start up to big bucks –key moves that helped them advance
 - Hiring a CFO
 - Expanding the Team
 - Honoring strengths and organizing to overcome weaknesses
- A rock solid yet flexible plan
 - Moving forward in 2011
 - How the plan has changed and how the planning process has remained.
 - Which numbers make all the difference
- "Taking time to write the plan wasn't a luxury – it was a necessity."
- Black and White Strike Gold! There's more to this story... check out their amazing book!



Libby Ladu is Program Advisor to Count Me In, and the founder of Right Brain Ventures, featuring creative programs for small businesses. Libby owned and managed the largest messaging center in New York City, and as an investment banker with two large European banks, she assisted large and small, public and private companies raise capital and execute mergers & acquisitions. She holds a Masters Degree in Community Economic Development and an MBA in Finance.



Ellen Rohr, president of www.BareBonesBiz.com, teaches the basics, the few things that make all the difference to your business success. Ellen nearly sank her own family's business. Then, she learned how to keep track of the money...and make more of it. In turn, she has helped thousands of biz builders start, fix and grow their companies.

Attachment	Size
CMI Quarterly Case Study 3.30.2011.pdf	723.82 KB

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