

## Service Programs



### Public Speaking Engagements

We are always interested in providing public speaking services to interested business groups or conferences where the topic of dynamic **LIFTOFF Business Plans** may be a great fit for a selected audience. This is not meant to be a direct marketing or selling from stage opportunity, but to introduce the concepts as an alternative to traditional business plans that have a more limited application for most entrepreneurs. The most significant difference is that we position dynamic **LIFTOFF Business Plans** as an ongoing business management tool that can provide useful information to run operations.

***Change is the only constant in the marketplace*** → that is the fundamental reason for why we created an alternative to traditional business plans that are focused on applying for startup funding for a business venture or change initiative. Dynamic **LIFTOFF Business Plans** offer a much broader perspective focused on preserving the assets of (aspiring) entrepreneurs with due diligence in exploring the risks and opportunities in new business ventures, as well as for existing ventures in response to change in the marketplace. The inherent ability to reflect those changes in a dynamic **LIFTOFF Business Plans** model to explore the impact on current ways of operating the business can be what stands between ongoing success and potential failure.

Faster response to the potential impact of change can create the ability to seize market share, and even to achieve a dominant position in the marketplace, and you can always introduce change by bringing new products or services to market. Dynamic **LIFTOFF Business Plans** is an example of changing the perception of what a business plan is and what it can be used for (besides obtaining external financing). While others try to appeal to financiers or investors, we appeal to a much broader audience that emphasize the owners and stakeholders in a business.

Dynamic **LIFTOFF Business Plans** offer unbeatable value, because users will have the tools that they need to explore opportunities that present themselves, to structure an assessment of risks and potential benefits as part of due diligence in planning future operations. Since this is usually a "Do-It-Yourself" analysis there are no external costs to getting answers that you are looking for, and even a business plan you need to obtain external financing for the initiative. It can be beneficial to convince suppliers to extend trade credit, where applicable.

If providing public speaking services is of interest to you, please reach out to us with location details so we can identify a certified **LIFTOFF Business Plans Coach** in your area who may be available to address your audience. Please add "**Public Speaking**" in your subject heading so we can quickly identify your request and send you a "Speaker One-Form" package to offer you more information about how to engage the services of an available coach willing to speak.

[frits@liftoffbusinessplans.com](mailto:frits@liftoffbusinessplans.com)