



THE
COMMON
SENSE GUY



BUD BILANICH

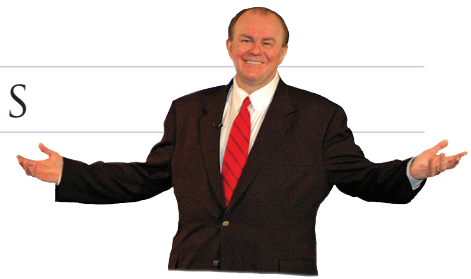
*Common Sense
Solutions To Tough
Business Problems*

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COMMON SENSE KEYNOTES



What Every Executive And Entrepreneur Needs To Know

*Common sense secrets for building and running
a successful business*

People will learn:

- The four secrets to building and running any business
- How to drive your organization's mission and vision down through the entire organization
- How to enlist the sincere commitment of everyone in your organization
- How to determine success metrics for your organization
- How to execute in a manner that guarantees your success
- How to build mutually beneficial relationships with customers, suppliers and other important outside constituencies
- How to put it all together

This topic is available as a keynote speech, a half-day or full-day workshop.