



**MAURER CONSULTING GROUP**  
BUSINESS STRATEGIES FOR THE DESIGN INDUSTRY

## ***Nothing Succeeds like SUCCESSION Planning***



**Many small businesses begin with a solo-preneur. If things go well, the one person operation will grow and add employees.** The founder will have to give up some control, delegating work and empowering others. Once a growth pattern begins, small business owners must consider leadership development and succession planning. Succession planning is not just for billion-dollar, global corporations. Nor is it just for business owners nearing retirement.

Gaps in leadership can happen to any firm at any time. Should the owner have a severe accident or illness, how will the firm continue operations? Will income stop? Who will take over the business to keep it going? When the owner does start thinking of retirement and lazy days on a beach, how will the firm keep going strong under a new owner or leader?

**Attendees will learn** trends in today's workplace and how they affect small business success – or failure. Learn about succession planning, who should use it and how. Learn how this process supports continuity during unexpected leadership gaps. Learn misconceptions about succession planning, when it should be used and how to achieve the best results. Learn to keep your small business running optimally every day, regardless of unanticipated changes that come your way.

### **Who Should Attend?**

Small business owners interested in building a successful business that will continue smooth operations when unexpected or unplanned voids in leadership occur should attend this program. Building a successful long term small business means adding employees, implementing policies, systems and procedures, and developing strong leadership to orchestrate operations. Planning today for tomorrow's challenges is the basis of creating a business with value that can continue successfully under strong, well-developed leadership.

### **For more information:**

For more information regarding this program, or other Small Business Success seminar topics or keynotes by Maurer Consulting Group, **contact Terri Maurer by phone at 330.283.3999** or [tmaurer@maurerconsultinggroup.com](mailto:tmaurer@maurerconsultinggroup.com).

**Terri L. Maurer, FASID**, is president of Ohio-based **Maurer Consulting Group**, a strategies and planning firm helping small business clients plan and implement a focused path to their unique vision of success. Maurer's formula of discovery and development to uncovers client hurdles and builds solutions to growth and success.

NCIDQ certified, Maurer earned a B.A. in Interior Design from Kent State University, and Master's level business education was through the Notre Dame Mendoza School of Business. Maurer has over 30 years of commercial interior design and business experience. A past national president of ASID, Terri is a sought after speaker and educator on business management, marketing and generational diversity. Her Business Success programs have been well received at NEOCON (Chicago, Atlanta, and Los Angeles), IIDEX, the TFM show, ASID 'Interiors', National Wood Flooring Association (NWFA), and Decorative Plumbing and Hardware Association and 'Coverings' conferences, and local chapters of ASID, NKBA and NWSID.

Maurer co-authored, **"Interior Design in Practice: Case Studies of Successful Business Models"** with Katie Weeks. She is the author and publisher of the **'Designing Strategies'** newsletter and blog. She has contributed articles and content to trade publications, books and blogs.