



THE
BREAKTHRU
INSTITUTE

ENTREPRENEUR EXCELLENCE ACADEMY Prospectus

A wholly owned Division of



Greetings

We are proud to introduce another product from our Innovation Center. **The Breakthru Institute (TBI)** is designed to serve as your Conduit to reducing and/or eliminating roadblocks that occasionally arise in our clients' business, talent base, leadership (any level), or processes. Our training experiences focus on best practices, techniques. We also bring into your universe practical tools that are easy to implement in your organization.

Our Training Institute is a wholly owned subsidiary of CMA Enterprise Incorporated and is called The Breakthru Institute (TBI). It houses approximately six academies of which one of them is our Lean Six Sigma Academy. Descriptions of the Lean courses follow this correspondence. It is an expansion of our current 24+ year old brand and it gives us the latitude to "Explore the Obvious" through Edu-tainment.

We are in the classroom... We are virtual... And We are here to coach you when you want independent study. Our TBI website is www.breakthruinstitute.biz

We look forward to your favorable response and if you have any questions, please contact the undersigned at 954-476-3525 or Oliver Williams at 786-286-0010.

Kindest regards,



Gail P. Birks, EMBA, LMBB, IATA,
Mediator
Managing Director



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This education series is designed to expose the business owner (existing and perspective) to the unwritten rules of the game and can be easily customized to any industry and company size.

Participants will learn through simulations and build their own case studies.

Series materials include a 3-ring binder which includes a business plan template and comprehensive toolbox of worksheets and templates.


Also included is a comprehensive Marketing workbook. The concepts and techniques are proven to be successful and consistent in terms of getting results and creating a sustainable operation.

This “Tool Kit” series is available in the 10 week – 4 hours per session classroom environment or online where participants can learn at their own pace. The latter includes chat room sessions.

Individual Topics are available in webinar format and online coaching platforms are also available for up to one year.

**Topics
include...**

- **Understanding the realities of being your own boss... The Other Side of Business**
- **How should I classify my business?**
- **Creating your Roadmap (Business Plan)... Making sure that you have address all of the “need to know” areas**
- **Financial Management... (two sessions)**
 - **Budgeting for your Personal and Business**
 - **Knowing your breakeven points**
 - **Understanding tax liabilities**
 - **Financial software that makes bookkeeping easy**
 - **Managing your Banking Relationship Team**
- **Business Contracts and Agreements... Knowing how to negotiate**
 - **Creating a winning proposal or bid**
- **Human Resources and the Entrepreneur**
 - **Strategically planning your talent requirements**
- **Marketing with a Cause (two sessions)**
 - **Developing your strategic marketing plan**
 - **Marketing on a zero budget**
 - **Customer Service**
 - **Niche Marketing**
 - **Networking strategically**
 - **Creating your “30 second” Elevator Pitch**
- **Technology and Entrepreneurship**
 - **Social Media**
 - **Your operating systems and programs**
 - **Upgrades and replacements**
- **Strategic Partnerships... creating the big city image**
 - **Selecting the right partners**



For more information or
schedule your group or online
session, contact us at...

945-476-3525

Or

<http://www.breakthruinstitute.biz/#!/letstalk-out-loud/c1a9w>