

4th Option brings Verne Harnish - The 'Growth Guy' to Dublin for a hands-on workshop May 6, 2009

'Mastering the Rockefeller Habits'



Verne Harnish meets business owners at the workshop

Only the most disciplined entrepreneurs will survive the downturn and that's why 4th Option invited world-renowned business guru Verne Harnish to Dublin to provide business owners with strategies and methodologies to not just survive, but to grow their businesses in the current economic climate.

Backed by nearly three decades of experience working with growing firms, from start-up through to mid-stage and on to IPO, Verne Harnish has sifted through all the theory and delivers a distilled fundamental set of principles into strategies you can use immediately.

Over 80 people from a variety of Irish businesses attended the workshop and feedback from the participants was excellent:

"Verne is amazing, he focuses on the important stuff and gives you practical solutions to your business problems – that's certainly what I need at the moment".

“The event was inspirational, creative and practical. For me, the workshop was a fantastic opportunity to benefit from Verne’s extensive knowledge and expertise, and to work with him directly on strategy and implementation”,

Tom Peters dubbed Verne Harnish ‘The guru of fast growth companies’, Fortune Magazine named him ‘One of the Top Ten Minds of Small Business’, and his clients value him as ‘the undisputed expert in helping entrepreneurs grow their business’.

Verne Harnish is founder and CEO of Gazelles, Inc. He has worked with thousands of entrepreneurs worldwide, helping them to focus and grow their businesses. He has developed a one day workshop, ‘**Mastering the Rockefeller Habits**’, where he focuses on fuelling growth in your business, based around the 4 key elements: People, Strategy, Execution and Cash.

This year alone, Verne will run workshops in Canada, Australia, Spain, Holland, Mexico and in five US locations. He will also host a 2-day ‘Sales and Marketing Summit’ in New Orleans and a ‘Growth Summit’ in Dallas.

For more information contact us www.4thoption.ie