

M. Beacon Enterprises

Strategy for Real

SPEAKING ENGAGEMENTS • ROUNDTABLES • WORKSHOPS



"You are FANTASTIC!! VERY FUNNY The first time I ever really understood a "strategic plan"! I am going to work on it immediately. Thank you!"

—Jan Fox, Former anchor
WUSA 9 News

"We had an especially smashing time following Tara Rethore of M. Beacon Enterprises, and her tips as featured guest expert on executing business strategy."

—Tinu Abayomi-Paul, Women in
Business Community Blog

"Tara is a terrific facilitator and strategic planning consultant. She kept us on task and moving forward."

—Phil Semas, President & Editor,
The Chronicles of Higher Education
& Philanthropy

Strategy development and execution don't have to be intimidating. Strategic thinking must be thorough and forward-looking, but it must also be realistic for you and your organization.

Meet **Tara Rethore**, principal of M. Beacon Enterprises. She works with organizations and leaders to develop realistic business strategies and to break them down into the key actions that allow them to succeed.

Tara's inspirational style is ideal for all kinds of speaking engagements, from leading lively roundtable discussions on strategy and the role of social media, to discussing ways to break down complex issues into solvable steps. Using discipline, humor and honesty, she delivers engaging content and immediately actionable learning.

Tara has successfully done everything she teaches, both as a senior executive at Fortune 500 corporations and as a consultant to many more. Her confident and compelling style is ideal for your engagement needs.

Feature Tara at your next conference or workshop.

**Contact Tara today
703.625.9124 or info@MBeaconEnterprises.com**



Strategy for Real



Workshops

Thinking about strategy is great, but doing it well is even better. What makes strategy real is learning not just strategic ability, but strategic agility – think and execute confidently! In these workshops, you can and will learn to think like a strategist, leaving informed, inspired and ready to act!

These unique workshops are available for all types of organizations and networking groups. They can be customized to meet your specific group and location.

Let's Talk Strategy: Learning the Strategy Language

Practical planning is more than just knowing the jargon; it's knowing how to put strategic thinking into action. At this session, we focus on the basics:

- Building your confidence about thinking "strategically"
- Learning how to get started in developing a plan
- Avoiding the traps that stop progress and bring execution to a grinding halt

Using case studies and examples from real-life organizations, we discuss how to use the vocabulary of strategy development and execution to make more strategic choices. At the end of this session, participants will have new confidence and a new toolkit for turning strategic plans into successful execution.

The Power of Stretch: Thinking Big, Executing Smartly

Many businesses overlook the power of audacity – or stretch – in achieving their strategic objectives. In strategy development, it's important to find the right amount of stretch between what you hope to achieve and your current position. Picture a rubber band holding a bunch of papers. Too much stretch, and the rubber band breaks; the goal becomes unreachable. Too little, and stuff falls out; you miss opportunities or leave money on the table.

In this workshop, we learn the steps to creating achievable stretch in our strategy:

- How to begin with the end?
- What makes us comfortable with ambiguity?
- How do we close the gaps between where we are and where we want to go?

Managing Strategy Through Uncertainty

It is easy to get distracted by uncertainty. This can derail strategic thinking and throw managers into tactical chaos. Learning how to think strategically while managing uncertainty is critical to staying on track. Through this honest and introspective workshop, M. Beacon Enterprises helps you to address uncertainty head on by:

- Understanding the "strategy execution" timeline
- Developing milestones and metrics that keep you on target and on strategy
- Learning techniques to combat apathy and pushback
- Managing obstacles and getting back on path

Strategy Your Way: A Customized Approach to Your Strategic Needs

Tara and her team's depth of experience allows us to customize a workshop to fit your organization's needs and timing. Let us know what you're looking for, and we'll let you know what we can do!

Selected Client List

Alstom

American Association of Retired Persons (AARP)

Arthur D. Little

Business Insanity Radio

The Chronicle

Equal Justice Works Annual Conference & Career Fair

Global Communities

Lafarge North America

National Aquarium Institute

Northern Virginia Women's Business Conference

Wendroff & Associates Executive Roundtable

Women Grow Business/Web.com