

**Business Transformation Seminar**

**January Business Transformation Event**

How Can A Cup of Coffee Transform Your Business?

It is a simple, inert object that is familiar to all of us. We use it, sometimes abuse it, and likely give it little thought. But examining a coffee cup is very revealing. It teaches us to recognize how our perceptions, assumptions and habits constrain our thinking and creative abilities. The lessons of the coffee cup are analogues to business. Understanding and practicing them not only removes these barriers to innovation but become the impetus for transforming how we view our business, how we think about our opportunities and ultimately how we compete.

**Business Innovation Returns Results**

At Encore, we have unlocked the secret of sustainable business advantage. We help our clients think about their business like they have never thought about it before. By removing the thin but binding facade of habit and perception, untapped opportunities are revealed. Our unrivaled capabilities unleash the inherent, but often concealed capabilities of your organization to solve problems and create opportunities that materially impact your 'top-to-bottom-line' performance.

Experience our passion first-hand, and bring an issue to this seminar that we can help you resolve. Encore is an exciting organization to work with; we are passionate for your success and a breath of fresh air in the otherwise stagnant and predictable industry. We guarantee our results and your satisfaction in delivering unparalleled and unexpected value.

**Registration Details:**

*January Business Transformation Event*  
Thursday, January 25th, 2007  
5:30 pm – 6:00 pm

*Regus Center*  
8770 W. Bryn Mawr  
13th Floor  
Chicago, IL 60631  
773.867.8026

*\$1,250 per person; company discounts for 3 or more*

**Date:**  
Thursday, January 25th, 2007

Appetizers: 5:30 pm  
Program: 6:00 pm

**Location:**  
Regus Center  
8770 W. Bryn Mawr,  
13th Floor  
773.867.8026

**Fee:**  
\$1,250 per person  
Payment is accepted by check or PO

**Dress:**  
Business Casual

