



What Will Your Business Look Like in Five Years?

Higher Revenue? Bigger Profits? More Diversified? Out of Business?

Join us on April 19 for an engaging forum discussion that will give you a fresh perspective and a different way of thinking about business growth and how to achieve it.

You'll leave with new ways of thinking about:

- Developing a vision of the future of your business
- Initiating proactive growth
- Understanding the marketplace
- Strengths and weaknesses
- Obstacles and challenges
- Asking the right questions
- The importance of open-minded planning

Who should attend:

Executives and business leaders responsible for the direction of their companies. If you're looking for a better way to grow your business and are ready to embrace change, this forum is for you.

Location and Date:

Walsh College Novi Campus ▪ 41500 Gardenbrook Rd (N of Eleven Mile / W of Meadowbrook) ▪ Novi, MI 48375
Tuesday, April 19, 2011 ▪ 7:30am – 8:00am Registration and Breakfast ▪ 8:00am – 10:00am Forum Discussion

Registration Fee: \$40

Continental breakfast will be provided. Participation is limited to 20 attendees. [Register now to guarantee your seat.](#)

The InterChange Forum is a collaborative of four consulting firms with a focus on assisting small to mid-market companies in their efforts to grow.

Bob Diakow

[**Bob Diakow**](#)

Brand development and marketing communications strategies for both business-to-business and business-to-consumer markets. We integrate brand awareness and multichannel tactics into creating brand emotion.

Jan Griffioen

[**Griffioen Consulting Group, Inc**](#)

Smart, ambitious business growth strategies for small and mid-size firms in B2B markets. Grow revenue, increase profits, find new markets and diversify your business with a practical, results-oriented approach to business planning.

Eric van der Meulen [**Q'vive, LLC**](#)

Streamlining the intersection of innovation strategy, new product development, and project management. We specialize in actionizing your innovation strategy. Our consulting, coaching, and training services benefit companies who are committed to growing their business with new products and services.

Dan Walker

[**River's End Consulting, LLC**](#)

Training and mentoring teams in a simple yet proven system designed to identify true customer wants and needs, the "Voice of the Customer." Make better decisions about what products and services to create by asking the right question of the right people in the right way.