



**IN JUST 5 WEEKS,  
LEARN HOW TO MAKE YOUR  
BUSINESS THRIVE!**



**Starting on May 3rd, 2018...**

## **Join Us for A 5-Week Webinar Series on The Four Essentials of Business!**

We invite you to join our 5-Week Webinar series to learn how the Four Essentials of Business can transform your organization. In our work with hundreds of business executives, we have determined that there are four fundamentals or “Essentials” for business, which, if optimized, will exponentially improve your company’s performance. Those Four Essentials are a unique Brand Identity, a Healthy Culture, an Engaged Market, and a Cohesive Leadership Team.

### **What You Will Learn:**

**Brandon Schaefer will lead you on a 5-week journey where each participant will...**

- Learn about the Four Essentials of Business that, if optimized, will exponentially improve company performance.
- Take a deep dive into each Essential to understand the core components, industry best practices, common pitfalls, personal application and the steps necessary to improve.
- Engage with industry-related applications and practical homework assignments to sharpen the Four Essentials for your organization.
- Maximize your effectiveness through the implementation of measurable outcomes.

### **Benefits & Outcomes:**

- Practical, easily doable homework assignments which will help you take meaningful steps towards a more productive and profitable organization.
- Behind-the-scenes insights from today’s thriving companies, helping you to understand why they are so great so you can imitate their methods.
- Assessments that uncover your biggest weaknesses and blind spots, and what to do once you uncover them.
- An implementation plan to ensure that all of the tools and insights are applied to your business.

### **An Interactive Approach:**

**Each week, Five Capitals President Brandon Schaefer will teach and train on a concept, then take questions from participants.**

## Webinar Details:

- **Dates:** May 3rd, 10th, 17th, 24th, 31st
- **Time:** Each session will start at 2:00 PM Eastern
- **Duration:** 1 hour each plus live Q&A
- **Cost:** \$350 per person for all 5 sessions

**[rebrand.ly/4-essentials](https://rebrand.ly/4-essentials)**

### About us:

Five Capitals is a coaching firm that is passionate about helping leaders and their organizations thrive. We do this by inspiring, equipping and training leaders, their teams and their companies to move from where they are to where they can be. We utilize practical tools and frameworks that are memorable, reproducible, and easily teachable to others.



### Webinar Leader Biography:

**Brandon Schaefer** is the President of Five Capitals. A graduate of Iowa State University in International Business and Spanish, he has held roles in marketing for companies such as Motorola in Glasgow, Scotland & Eli Lilly and Company in Indianapolis. In addition to the corporate world, Brandon has also served as the Pastor of Discipleship, Leadership and Outreach Ministries at Southland Christian Church in Lexington, KY.

**JOIN US**  
**to learn how to take**  
**your business**  
**to the next level!**

**To register for the**  
**5-Week Webinar Series**  
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