



FCG Group - Lunch & Learn Topics

Oklahoma Proud!

We are a boutique marketing, business consulting strategy and leadership development agency in Tulsa.

Our Passion Is Helping People, Businesses & Communities.

We specialize in offering unique services focused on personal and organizational improvement in core areas impacting financial, quality, operational and customer metrics.

Marketing

- Customer References, how to ask for them and use them effectively to market your business.
- Marketing, Can't afford it? Hidden business costs you could trade for higher profits.

Consulting Strategy

- Top 3 - Do you know yours and why it matters?
- How to build a strategic plan and actually use it to achieve results.

Women, Inc.

- Tired of getting XXXX'ed? Practical skills for assertiveness, negotiation and competing in a man's world. (STOP paying more and receiving less for your business or services.)
- How to keep your day job and start or grow your business.

Business Intelligence

- Metrics 101, every business needs a dashboard and KPI's
- Help, my business has lots of data but no INFORMATION.
- Budgeting, Forecasting, Planning, How to & why you should.

Process Improvement

- Examine your small business supply chain. Who, what, when and why AND what it's costing you.
- Cost Reduction. How to evaluate unit cost and improve your bottom line.

Business Growth

- 3 C's of Small Business - Competition, Customers, Cost
- What is your regional growth and sales strategy and why you need one.