

The **EDGE INSTITUTE** provides cutting edge **WORKSHOPS**, **SEMINARS** and customized **GROWTH PROGRAMS** designed to train leaders and business owners to **MAKE DARING LEAPS** that empower their organizations. Our goal is to be **YOUR PARTNER IN GROWING YOUR ORGANIZATION**.

Growth and change are hard! To accelerate growth you have to change the way you think about your business, customers and products. Our cutting edge training programs show small business owners how to **DRIVE PROFITABLE REVENUE**, increase **CUSTOMER LOYALTY** and achieve **SUSTAINABLE GROWTH**. Our training experts have a deep range of industry experience ensuring you maximize your return on your learning investment. Participate in a public program or let us customize a program designed specifically for your industry or organization. We will create **BENCHMARKS** to measure the desired outcome of the individuals participating in the program including increase jobs, profitable growth, revenue growth, increased customer loyalty and satisfaction ratings.

Perhaps you're a banker interested in offering a training program for your small business customers or a company looking for a custom-designed marketing program for your dealers or franchisees. We will work with you to create the right solution to meet your organization's unique needs.

CUSTOMIZED DELIVERY FORMATS

One size doesn't fit all when it comes to learning. That's why we specialize in customizing our training program to meet your unique needs. This includes the content, length of the programs and how they are delivered. We will work closely with you to determine the program most ideally suited to meet your required needs and set benchmarks for success to ensure goals are met.

- **Length** – 90 minutes to 2 days and more
- **Content** – custom tailored to meet your unique company or industry challenges or general, off-the-shelf material applicable to every day challenges of growing an organization
- **Delivery** – ranging from traditional classroom style programs to virtual, instructor led courses as well as a blended learning model that includes both classroom as well as virtual teaching. We also offer a range of self-paced programs available online 24x7.

POPULAR EDGE INSTITUTE TOPICS AND WORKSHOPS

Strategic Growth & Innovation

- Control Your Destiny and Empower Your Business: Lessons from *Lucky By Design*
- Establish Your Brand as an Asset that Fuels Growth
- Think Strategically to Win in the New Climate
- Crossing the Digital Divide: Leveraging Technology to Accelerate Business Growth

Sales for Business Leaders

- Personal Selling Skills for Entrepreneurs
- Making a Great First Impression with a Solid Elevator Pitch
- Managing and Developing Solid Sales Leads
- Networking ROI: How to Work the Room

Marketing for Top Line Growth

- Creating a Tactical Marketing Action Plan
- Crowdfunding: Another Tool in Your Marketing Toolkit
- Marketing Accelerator Workshop
- Understanding and Leveraging Customer Lifetime Value
- Insightful Customer Surveys the Fuel Growth
- Gaining a Competitive Edge
- Market Research on a Shoestring Budget
- Marketing and Sales Promotion: What Mix Will Drive the Highest ROI?
- 15 Fatal Flaws in Customer Communication
- Online Social Media: Applying Old Rules With New Tools for Growth

EXPERIENCE MATTERS

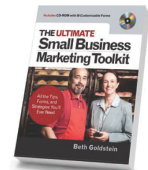
We have custom-designed classroom and online business growth training programs ranging from 1/2 day workshops to intensive 9-month programs for a variety of companies as well as government agencies and organizations including:

- Carrier Corporation
- Association of Cleantech Incubators of New England (ACTION)
- The Enterprise Center at Salem State University
- The Northeast Electrochemical Energy Cluster (NEESC)
- The Massachusetts Manufacturing Extension Partnership (MassMEP)
- The Massachusetts Supplier Diversity Office (SDO)
- Interise/SBA Emerging Leaders Initiative
- The Guilford Savings Bank
- Fifth Third Bank
- Constant Contact
- Boston University's Center for Professional Education
- Chinese Association of the Medical Device Industry
- Small Business Development Centers at Clark University and UMass Amherst

ABOUT THE FOUNDER OF EDGE INSTITUTE: BETH GOLDSTEIN

Known for her ability to connect with audiences, Beth Goldstein is a much sought-after speaker, workshop leader and consultant. Beth helps small business owners gain an understanding of how their customers think, what they value and what influences their purchasing decisions then applies this knowledge to create targeted sales and marketing programs that drive revenue growth while increasing profitability and customer loyalty.

Her first book, *The Ultimate Small Business Marketing Toolkit* (McGraw-Hill) has been used around the U.S. to teach business owners the critical skills they need to accelerate growth. In her latest book, *Lucky By Design*, Beth exposes the fallacies and dangers of underestimating your own ability to control the destiny of your company and create powerful business opportunities. She offers new insights and practical advice as she details what it takes to 'get lucky' in business and shows you simple, yet effective steps to **navigate your path to success and design your own luck.**



Beth teaches marketing at the Heller School at Brandeis University and at the Boston University School of Management where she runs BU's New Venture Competitions. She is the Managing Director for the BU Urban Business Accelerator Program and the Faculty Director for the university's nationally ranked Online Graduate Certificate in Entrepreneurship Program.

Beth conducts small business growth workshops throughout New England. At the Enterprise Center at Salem State University, she runs programs for early stage and rapid growth companies. For the MA Supplier Diversity Office, Beth ran a six-month business accelerator program for Disadvantaged Business Enterprises (DBE's). She served as the Lead Instructor for Interise's nationwide training program, run in conjunction with the US SBA's **Emerging Leaders (e200) Initiative**. This program provides training to executives of established inner city businesses throughout the U.S. looking to strengthen and grow their existing businesses. Beth was instrumental in developing the 9-month curriculum and taught the business accelerator program in Massachusetts for several years. Beth holds an MBA from Boston University and a BA in economics and sociology from Brandeis University.



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