



Lecture:

“How to professionalize a SME Company”

VALUE PROPOSITION:

The lecture is aimed at knowing a pragmatic methodology of professionalization with a strategic approach. It operates in replacement of the usual process of isolated actions conditioned by the economic cycles of expansion / recession that are very dependent on the external and emotional factors that accompany them.

Benefits of Professionalizing the SME:

- To take advantage of the opportunity for growth,
- To Improve the quality of life of the owners,
- To Make the company easier to sell,
- To Facilitate the process of succession between different generations
- To Optimize, in general, the approach to the Development of Business.

Characteristics of the Lecture:

- * Accompanied by a presentation with the main ideas that can be distributed among the participants.
- * Space for Questions and answers at the end of the presentation.



The Lecturer

Author of the book “The Company WITH DESTINY”, how and why to professionalize a small or medium company, edited by Ediciones Granica. Bachelor in Administration and Public Accountant graduated from University of Buenos Aires. Former University professor and lecturer. Collaborator through articles in prestigious Argentinian and foreign publications. He works as a Project Management Consultant for large companies, members of the top 300 in Argentina and in Professionalization Processes in small and medium-sized companies. In the field of small or medium companies, he is also a regular speaker in Vistage Argentina (an Organization for CEOs and shareholders of SMEs).