Conventional wisdom says big companies would forever eat their smaller competitors for breakfast. So every entrepreneur’s mission was to get bigger and (until they did) to stay off the big company’s radar screen.

But then in the 90’s hundreds of the biggest companies became road kill as smaller, quicker competitors zoomed ahead and stayed ahead. It became clear to everyone except the most out-of-touch big company bureaucrats that, it’s not the big that eat the small… it’s the FAST that eat the slow.

Author Laurence Haughton spent two years learning how fast companies demolish speed bumps and make velocity a competitive advantage for his first bestselling book.

Now, in an entertaining 70 minute workshop Haughton takes you step by step, example by example through what he learned so that you can transform your company into an icon of competitive velocity.

What you’ll learn:

- The rules for making quick decisions that you’ll never regret
- Where to get the best advice for spotting trends
- The three building blocks that guarantee fast follow through
- What keeps a high velocity company together despite tough times and intense competition (Special Bonus)

Laurence Haughton is an author, speaker, and management consultant. His latest book, It’s Not What You Say… It’s What You Do – How Following Through at Every Level Can Make or Break Your Company was published by Doubleday in 2005.

In 2001 Haughton wrote It’s Not the Big that Eat the Small… It’s the FAST that Eat the Slow – How to Use Speed as a Competitive Tool in Business. That book quickly became a Wall Street Journal, USA Today, and New York Times bestseller and was translated for sale in 26 countries around the world.