

Managing a Million Dollar Business

Tom O'Hare

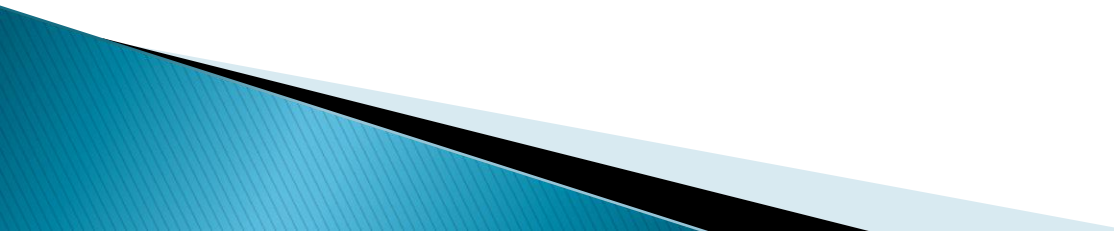
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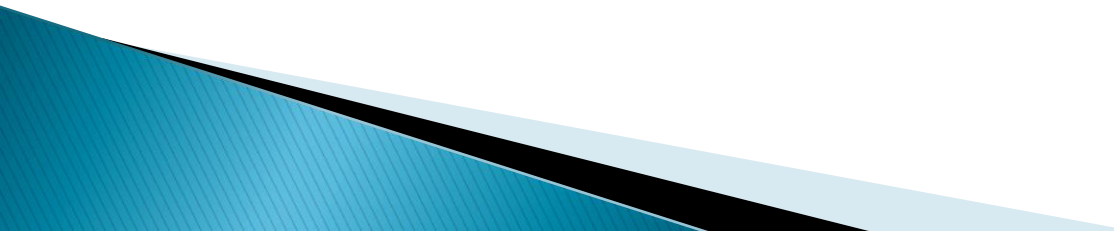
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Faith+Friends+Family

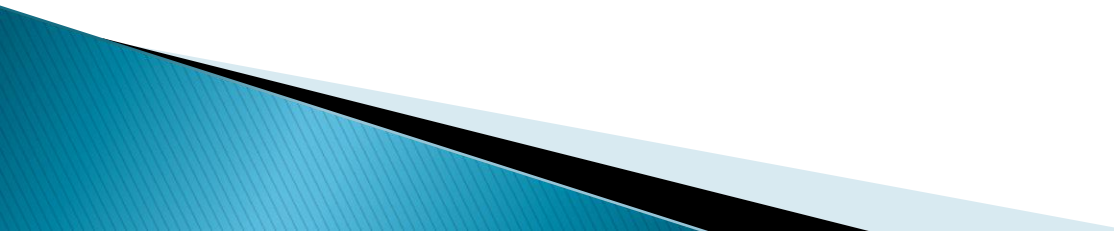
- ▶ Higher education is no different than other business verticals during an economic struggle.
 - ▶ Understand the Value that Student Financial Services brings to the college campus.
 - ▶ Management 60%; Technician 40%
 - ▶ How are you impacting the “culture”?
 - ▶ Understand the Business you are In! – Understand your Role within the Business.....
- 

HIGHER EDUCATION IS NO DIFFERENT THAN OTHER BUSINESS VERTICALS DURING AN ECONOMIC STRUGGLE

- ▶ THERE HAS BEEN A FEELING THAT HIGHER EDUCATION IS INSULTATED DURING ECONOMIC TIMES – NOT TRUE ANY MORE!
 - ▶ HIGHER EDUCATION MUST STAY FOCUSED ON THEIR MISSION AND WORK TO IMPLEMENT THEIR BUSINESS PLAN
 - ▶ IT IS CRITICAL FOR THE MEMBERS OF THE MANAGEMENT TEAM ON THE CAMPUS TO MOVE FORWARDED ADDRESSING THE LIMITATIONS BUT PRESS FORWARD
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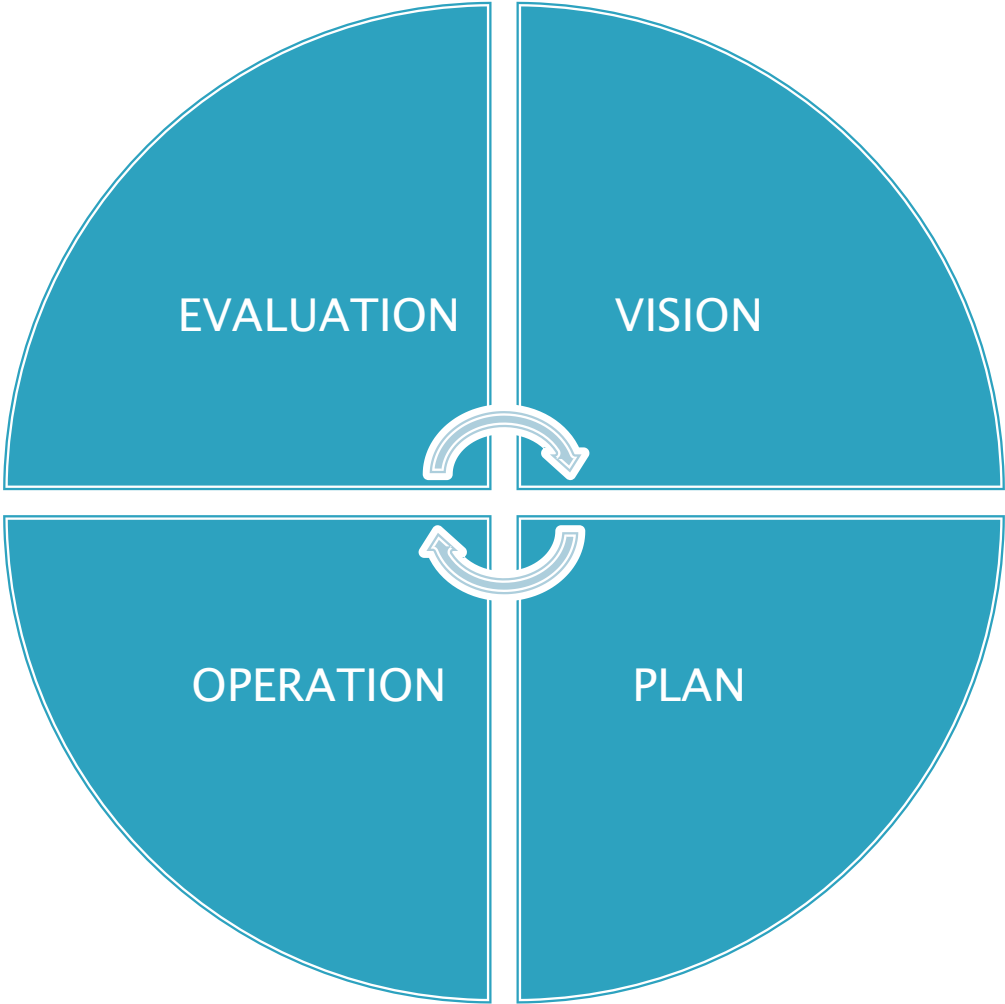
- ▶ **UNDERSTAND THE VALUE OF SFS**
- ▶ **AS A BUSINESS LEADER ON THE CAMPUS WE NEED TO KNOW WHERE THEY STAND**
- ▶ **WHAT IS THE ROI THAT SFA BRINGS TO YOUR CAMPUS?**
- ▶ **WHAT ARE YOUR REVENUE SOURCES?**
- ▶ **HOW DO YOU COMPARE TO OTHER COMPANIES IN MASSACHUSETTS?**

▶



MANAGEMENT 60% – TECHNICIAN 40%

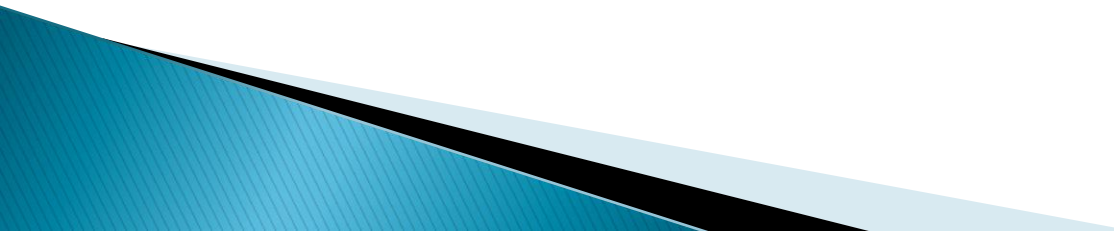
- ▶ BECOME A BUSINESS LEADER – APPLY MANAGEMENT DISCIPLINES TO YOUR INNER CIRCLE



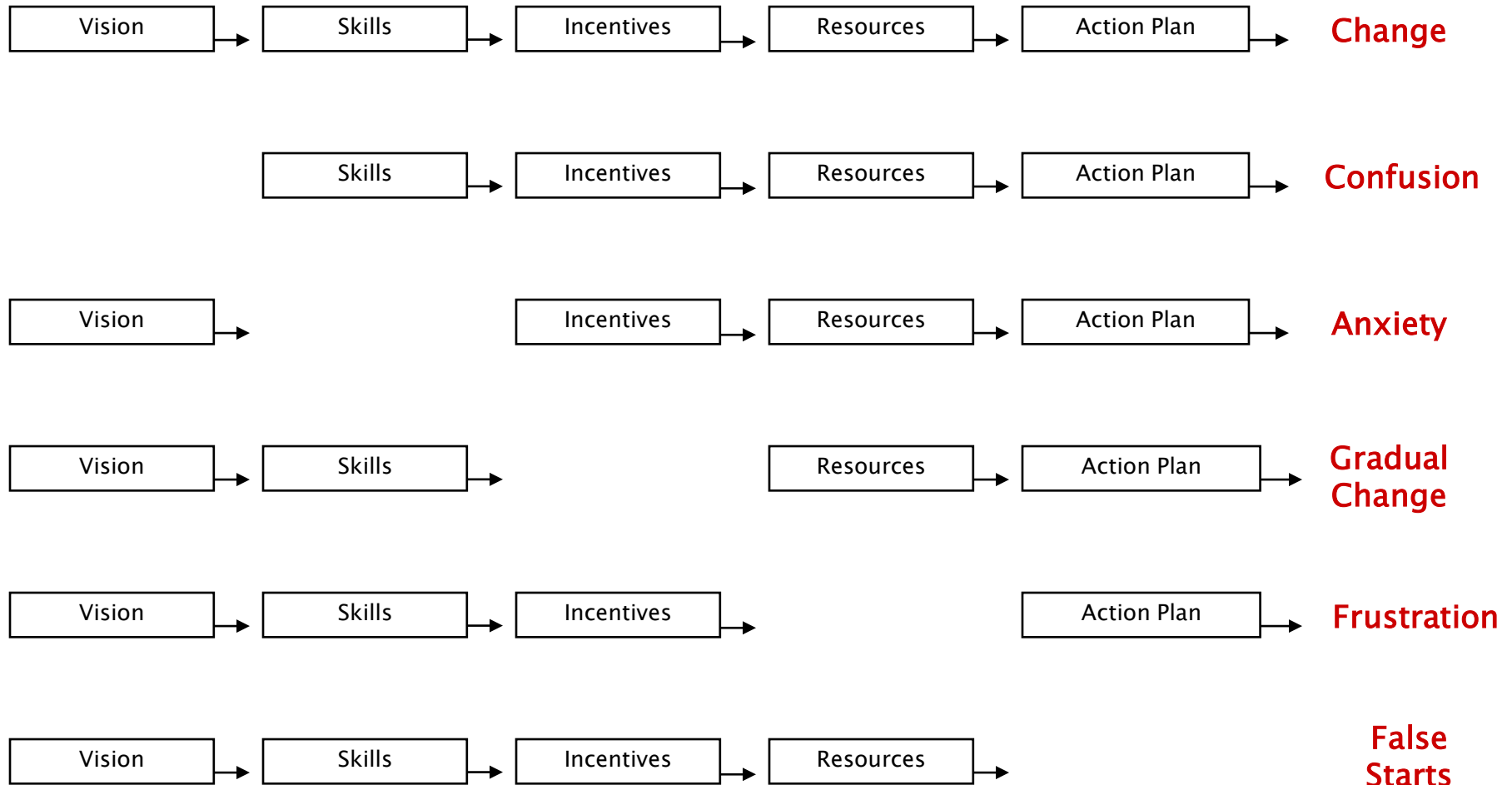
“The plan is nothing. Planning is everything.”

--Dwight Eisenhower

HOW ARE YOU IMPACTING THE “CULTURE”

- ▶ EVERY DAY; EVERY OPPORTUNITY – LOOK TO IMPACT THE “CULTURE” WITH YOUR
 - ▶ IT IS CONTAGIOUS
- 

Managing Change



UNDERSTAND THE BUSINESS YOU ARE IN! –

- ▶ **BUSINESS – EDUCATING CUSTOMER**

UNDERSTAND YOUR ROLE WITHIN THE BUSINESS

- ▶ **ROLE – MARKETING AND SALES**
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MANAGING THE BUSINESS

