



The best custom program we've ever had...



Marilyn Rogers  
Northwest Airlines



Robert Bradford

“Robert Bradford quickly grasped the nuances of our industry and brought a fresh perspective to a wide variety of issues” says a board member of the Association for Manufacturing Technology. People who have heard him speak overwhelmingly agree.

Robert Bradford was a whiz-kid manager and consultant in information technology and banking for eight years when he left wall street to build a one-person training business into a multimillion-dollar nationwide organization. Robert has more than 14 years of experience in professional speaking and training for audiences of all sizes. Bradford is CEO of the Center for Simplified Strategic Planning, a firm specializing in strategic management training and consulting since 1981. Robert is also the co-author of the Simplified Strategic Planning Manual, and the best-selling *Simplified Strategic Planning: a No-Nonsense Guide for Busy People Who Want Results Fast!*, from Chandler House Press. Stern's Management review says *Simplified Strategic Planning* is “...a true how-to book that provides exceptional value for those who have to create and implement a strategic plan. Highly recommended”. Robert actively leads strategic planning in dozens of companies in a wide variety of industries with amazing results. His real-world management experience and ivy-league MBA enable Robert to bring real nuts-and-bolts strategic thinking into every speech he makes.

As a nationally acclaimed speaker, Robert blends a unique combination of broad knowledge and humorous insight to produce programs that are lively and practical at the same time. A master trainer, he has spent the last fourteen years converting management theory into real-life application. Most clients engage Robert Bradford again and again to learn from his ever-growing experience in strategy that works today. Robert always stimulates great strategic thinking and leaves the audience with practical, "how-to" steps they can take home to apply their learning. Robert's programs resonate with business audiences because they are built upon years of real-world strategic decisions.



### Recent Articles:

“Attracting and Retaining the Best Employees” – *Compass Points*

“Dealing with Powerful Customers” – *Compass Points*

“Aligning Your Organization with Your Strategy” – *Compass Points*



“Your seminar...far exceeded the expectations we had when we first decided to participate.”

Mario Apruzzese, Cabana Foods, Inc.



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Richard Gilchrist, Wes-Tech



“AMT has once again partnered with Robert Bradford to bring the Simplified Strategic Planning process to life in an interactive, hands-on learning workshop tailored to the specific needs of our industry”

Tracy Hirsch, Association for Manufacturing Technology.

“Your speech was full of great, useful stuff!”

John Seeger, Precision Metalforming Association

“Robert helped us to raise the management confidence level, achieve better focus, and got the “mavericks” on the same wave length.”

Ed Reuschling, Pangborn Corporation

“You provided exactly what we were looking for...”

John Waller, Toefco Engineering Inc.

## Some Speaking Clients:

- Northwest Airlines
- Michigan State University
- Association for Manufacturing Technology
- Precision Metalforming Association
- Institute of Management Accountants
- National Center for Manufacturing Sciences
- 13i Capital
- Strategic Technologies
- Dekko Group

## Programs Include:

- Dealing with Powerful Customers
- Attracting and Retaining the Best Employees
- Getting Ahead When Your Industry is Down
- Aligning Your Department with the Corporate Strategy
- Aligning Suppliers with Your Strategy
- Strategic Planning
- Losing Customers and Other Wierd Ways to Make More Money
- Three Ways to Improve Your Profit Next Week - And Why You Shouldn't Do Them

## Robert Bradford

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