

Steve Rutan is a 10 out of 10! Our entire management team witnessed his presentation and we were completely blown away!

Kari Yunker
Yunker Industries



Steve Rutan

As an entertaining professional speaker, Steve has spent the last seven years engaging his audiences in stimulating topics and irresistibly interactive presentations. His programs always involve the best ideas in business management thinking and values-based decision making for the organization.

Each of his dynamic presentations is designed to teach, to explore and to provide attendees with the “how-to” experience that allows them to put valuable business planning concepts to use right away. His success as a master presenter has led him to provide speaking, teaching and group facilitation services on behalf of Michigan State University, the Chief Executive Network and many large and small organizations. Audience feedback consistently rates him as one of the top speakers in his field and his clients bring him back year after year.

Steve’s past management experience has been in such diverse industries as aircraft engine design, dental products distribution, metals and plastics packaging as well as consumer foods manufacturing and distribution. From engineering to operations to general management to strategic planning, Steve brings a broad array of experiences, expertise and insight to every speaking engagement. He has a finely tuned ability to quickly understand the business issues of each audience and applies his breadth of knowledge in helping them uncover new ways to maximize their effectiveness.

Recent Articles and Book Reviews:

- “Strategic Management: 3 Steps to the Cycle of Success” – *Compass Points*
 - “Market Research: An Update on Sources and Techniques for Your Strategic Planning Efforts”
 - “Online Competitive Intelligence – Increase Your Profits Using Cyber-Intelligence”
 - “Permission Marketing – Turning Strangers into Friends, and Friends into Customers”
 - “The Balanced Scorecard”
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“...your work...bordered on theatrics, dictatorship, ambivalence, compassion and, of course, more than a touch of intelligence.”

E. J. Blondell
The New York Blower Company

You made us think and question even our most steadfast positions on most every critical subject that we discussed.

C. Robert Straubing
Spinco Metal Products, Inc.

"Steve Rutan has an excellent background and stands head and shoulders above the usual...presenter"

John Lanning
Manitowoc Cranes, Inc.

"...we discovered much about our business and ourselves which will help us to expand the firm and grow our market share while remaining true to our ethical management principles..."

Fred Peters
Ashforth Warburg Associates

"When I attended the seminar introducing the Simplified Strategic Planning process it was with the expectation that I would probably have to facilitate the process. Thank goodness that I quickly came to my senses! Hiring you as a facilitator introduced a myriad of advantages..."

Steven Ayres
Barrett Centrifugals, Inc.

"...I was delighted with the rapport you developed with the group, with your ability to facilitate a sometimes raucous discussion, and with your understanding of the benefits of running a business through use of a strategic plan."

Carol Wallace
Cooper Instrument Corporation

"...caused our management to formally embrace excellent management principles and practices enunciated by the program you introduced to our planning group..."

R. Bruce Mickey
CCPI, Inc.

Some Clients:

- Abbott Laboratories
- Seagate Technology, LLC
- Michigan State University
- The Chief Executive Network
- Dunbarton Corporation
- Applied Educational Systems, Inc.
- Yunker Industries

Programs Include:

- Simplify and Focus your Long Term Business Planning Process
- Strategic Thinking: Leverage the Energy of the Entire Organization in Your Long Term Business Plan
- The Most Essential Elements of Strategy: Strategic Focus and Competencies
- Effective Implementation: Realize your Strategy through Action Plans and Effective Project Management
- Core Business Strategies: How Market Segmentation Influences Business Focus and Results

Steve Rutan

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