

# JIM MUEHLHAUSEN



## TESTIMONIALS

"It was an excellent workshop and I would highly recommend it. I met some other great CEOs! A great take away was the segment on Yabutting - I got an action item that I am going to go back to my office and use today."

*Monica Teddy, entrepreneur, workshop attendee*

"This workshop was refreshing in that it had a lot of content. My key takeaway is that a CEO must be a visionary instead of a technician; it was great to learn the strategy behind that concept."

*Jeff Rand, CEO*

"I learned that you need to step away at times and work on your business instead of in your business - to focus on the entrepreneurial rather than the day-to-day business detail."

*John Lamm, CEO, Lammscapes*

## MEDIA

- KSDK-TV, St. Louis, MO. NBC
- KTVI-TV, St. Louis, MO. FOX
- Entrepreneur
- Business Week Online
- Washington Post
- The Small Business Report

## BIO

**JIM MUEHLHAUSEN** CPA, JD, graduated from Valparaiso University with a B.S. in Accounting. While subsequently attending the Indiana University School of Law, he became the youngest franchisee in Meineke Discount Muffler history. After successfully selling that business, Jim founded an automotive aftermarket manufacturing concern.

During his 9-year tenure, the company achieved recognition from Michael Porter of the Harvard Business School and Inc. Magazine in the IC 100 Fastest Growing Businesses.

Jim went on to enter the CEO coaching business. Over the past eight years, Jim has coached hundreds of business owners in over 4000 face-to-face coaching sessions and has clients in North America, Europe, Asia, and the Middle East. He has condensed the most valuable business lessons into his book "The 51 Fatal Business Errors and How to Avoid Them"

Jim serves on several non-profit and company boards of directors as well as serving as an adjunct professor of business at the University of Indianapolis.

## TOPICS

### Gasoline, Cigarettes and Soda

Did you know that the average gas station costs \$4 million and loses money? A lousy business model, if you are only in the gasoline-selling business. Gas stations have morphed their business model to become highly profitable despite being saddled with selling gas.

Nearly every business owner says, "It shouldn't be this hard." They are right, it shouldn't. However every company has a business they are in (gasoline); a business they should be in (cigarettes); and the WOW business they dream to be in (soda). Learn to profitably shift your existing business model into the higher margin segments of the market through using 87 identifiable tactics.

### 51 Fatal Business Errors

When you start a business, you are automatically enrolled in the world's most frustrating and expensive school, the School of Hard Knocks. There are two types of Hard Knocks: your own, and those learned from others. The latter is much less expensive and more enjoyable. Learn the School of Hard Knocks lessons the more enjoyable way in this information-packed presentation.

### Blue Print 2021: What Got You Here Won't Get You There!

Business methods that worked ten years ago are starting to not work and will not work ten years from now; businesses will be run differently in ten years. Learn to establish a cutting-edge business model and about doubling your sales with half the employees, increasing your virtual presence, becoming more self-service and creating models that win.



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