

In 2009, dozens of business people in the Cork region have come together to find an antidote to recessionary thinking.

*They want to be different, to be remarkable, to **break from the pack**.*

They have found fresh ideas for their business in the company of a supportive group of like-minded business people.

*This September, **you** can join them.*

What is it all about?

Smarter Egg offers a unique opportunity for you to join with other business people to learn how to **differentiate** yourself and your business from the competition. Our 'Break From The Pack' facilitated learning programme has been specifically designed for business people who are eager to learn in the company of a supportive group.

This acclaimed programme runs from September through November and has five facilitated two-hour sessions where the participants learn from excerpts from thought-provoking books and from each other's experiences and insights.

How can I get involved?

Contact Aodan Enright at 086 6089498
or via e-mail: aodan@smarteregg.com



Praise from *Break From The Pack* programme participants:

- "Thanks for making such a major impact on driving my business forwards."
- "I have been totally blown away with this innovative and exciting experience."
- "The different ideas around the table and the people I have met through this programme have challenged my way of thinking, and helped me to move my business forwards."
- "This has stimulated me to think about my business from a different perspective"



Why is Madonna an ideal role model for your business?



How could 'free' possibly be a viable business model?



What can you learn from the success (and failure) of Napoleon Bonaparte?