



ISM Central OH presents:

PRINCIPLES OF LEVERAGE MANAGEMENT – 10 COMMANDMENTS

presented by Mike Mahoney

Mike Mahoney will lead the discussion about the Principles of Leverage Management. He will apply lessons learned from thousands of customer engagements into a simple and focused list of best practices for maximizing negotiating leverage.

Highlights of this session will include:

- *Understanding the three key sources of leverage: Timing, Plan B's and Uncertainty*
- *How to control the valuation logic with a conservative spending model*
- *The importance of having a framework for continuous deal inspection*

Mike will reveal and discuss each of the **10 Commandments of Leverage Management**.

Mike Mahoney is the Managing Director for ClearEdge Partners Central Region. In this role he oversees the Microsoft practice for ClearEdge Partners worldwide and serves as the sales director for the Michigan territory. Over the past 3+ years Mike has worked at Microsoft on the automotive sales team, working with the global accounts. His responsibilities included enterprise sales for the Microsoft Platform product line. Mike has also worked with other enterprise software companies like BMC, Business Objects and Platinum Technologies.

Monday, October 9, 2017, 5:30 – 5:45 PM- Registration & Networking, 5:45 - 8:00 PM- Program & Dinner

| Registration Types | Fees |
|--|-------------|
| Advanced Registration: ISM Members / Advisors, <i>Must register by 12:00 PM EST 1 wk. prior to event</i> | \$25 |
| Non-Members / Late Registrations (<1 wk. prior to event registration)/ Walk-Ins | \$35 |
| Students, Retirees, Academic Faculty | \$15 |
| One Time Guest with paying Member | FREE |

Location: Brio Polaris- 1500 Polaris Parkway, Columbus, OH 43240 (At Grand Entrance, next to Saks Fifth Ave)
Cash Bar available, Register for this event at www.ismcentralohio.org