Consultonomics MD Named Keynote Speaker at Dublin Conference

Tuesday 25 February, 2014

Managing Director of sales and marketing firm Consultonomics was announced as keynote speaker at the Dublin Conference. Joe Clarke addressed 150 current and prospective business owners on the importance of goal setting to ensure effective and rapid business growth.

Joe Clarke, Managing Director of outsourced sales and marketing firm, Consultonomics was named guest speak at the Dublin Conference. The conference was held on Saturday 22nd February at The Shelbourne Hotel in Dublin. 150 current and prospective business owners attended. Joe Clarke spoke on 'Goal Setting' and the importance of planning and setting goals in business.

The Shelbourne Dublin is a luxury hotel in Dublin city centre, overlooking St. Stephen's Green, Europe's grandest garden square. Ideally situated close to Dublin's cultural and historic buildings, The Shelbourne offers a great location, from where you can visit the majestic St. Patrick's Cathedral and Trinity College. When planning a business affair, you'll find perfection at The Shelbourne Hotel, with 13 meeting suites, event planning and on-site catering. The hotel has a total 10 635 sq ft of meeting space with the highest maximum capacity in the Great Room; a capacity of 450 people.

Joe Clarke addressed the conference on the subject of goal setting and the importance of planning and setting goals in business. As Managing Director of one of Irelands most successful and progressive sales and marketing firms, Joe Clarke has the experience and knowledge in this field as his own firm has rapidly grown because of targets and goals that are constantly set and reviewed.

Consultonomics uphold the importance of implementing a Business Growth Plan for any future growth. A Business Growth Plan will ensure that no client or sales campaign will be negatively affected by the expansion of a company. The growth at Consultonomics has been underpinned by the company's core value – one of these being accountability and execution. At the firm, goals are set and followed through to ensure that results are achieved and recognition is received. By setting goals and keeping to the firm's growth strategy it ensures that growth is attained without any negative results because each step to success comes once a goal has been accomplished.

More than 80 percent of the 300 small business owners surveyed in the recent 4th Annual Staples National Small Business Survey said that they don't keep track of their business goals, and 77 percent have yet to achieve their vision for their company. Managing Director of Consultonomics, Joe Clarke, understands the inherent value of goal setting in steering a growing business in the right direction.

'You must start by distinguishing your long-term goals from your short-term ones. Your long-term goals should have a timeline of about three to five years,' said managing director of Consultonomics and effective goal setter, Joe Clarke. 'Goals should articulate your company's mission statement, reflecting the reason your company was founded,' added Joe Clarke.

Media:



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