



Growth*plus*

Business Builders



Workshop Series

A Strategic Coaching Program

Growthplus **INTRODUCTION**

Irrespective of what business or industry you are in; irrespective of how long you have been in business - you will have your own set of challenges and issues. Challenges, such as expansion, growth and future direction coupled with issues such as increased competition, increased connectivity and management of staff. In addition to these matters, there is also the constant challenge of increasing profitability, dealing with time deprivation, managing complexities and continuing to deliver value to customers. In other words you are busy.

Our business is about assisting business operators through our unique Business Builders Strategic Coaching Program. The primary objective of our Workshops is to focus on future direction, growth, profitability, confidence and capabilities in all areas of business and personal life.

Growthplus **OVERVIEW**

Business Builders Workshop series is dedicated to: -

- Providing a structure and tools to allow businesses to take time to focus on specific results
- Providing businesses with one strategic planning day per quarter
- Providing a basis to get focused, energized, excited, and confident about next actions
- Providing a coaching structure to support and drive action and results
- Providing the time and tools to clarify the bigger picture both personally and professionally
- Providing direction and thinking tools to help them fulfill that vision
- Providing a peer group that share experiences and help maintain accountability
- Providing creative and effective strategies to transform business
- Providing a structured basis to achieve extraordinary growth – but not at the expense of lifestyle

Growthplus **CONTENT**

In a series of four workshops, a range of strategic and analytical exercises are addressed to drive continuous improvement and development. Some of the sessions incorporated into workshops include:-

- **Growthplus Diagnostic**
A diagnostic tool designed to identify specific aspects of business and or personal life that can change. Each area identified via the diagnostic is supported by a series of remedial strategies and actions
- **The Anatomy of Performance Management**
A detailed look at the components that go into total performance including the anatomy of performance
- **Force Field Analysis**
An exercise in occupational analysis, productivity improvement and change management
- **Managing for the Maximum**
This part of the program is dedicated to the components, features and processes for top performance
- **Exploring the Law Of Diminishing Returns**
The law of diminishing returns explores the role of complexity and how it can result in diminished returns.
- **Discovering Uniqueness**
This section of the program is aimed at establishing and capitalizing on uniqueness.
- **Sales Dynamics R – D – R – C**
This part is dedicated to building sustainable sales relationships through a process of R D R C
- **Advice is Cheap**
A regular feature for peers to share ideas and advice regarding anything at all to do with business
- **Quantum Leap**
The program focuses establishing a picture for the business and life three years out – the personally documented vision statement is a basis for a Quantum Leap by maintaining focus on key objectives. Some of our clients have achieved up to 200% growth in the first one to two years of building their plan.

Growthplus **PRE-REQUISITES**

As this is a genuine business development program the basic pre-requisites for all participants are: -

- A genuine interest and enthusiasm to move the business to a new level
- At least three years in your business
- A genuine interest to build a significant business

As a result the right fit, for people considering this program are those who are: -

- Committed to personal and business growth
- Committed to achieving a balanced life
- Coachable/open to new concepts and tools
- Committed to participation and sharing
- Prepared to acknowledge that development is a process, not a quick fix solution

Growthplus **WHAT TO EXPECT**

We'd like to give you a taste of the Business Builders Strategic Coaching Program. Of course, everyone's experience will be different, but there are certain elements we offer that are consistent. Here, we will briefly cover aspects of the first year of the Business Builders Strategic Coaching Program.

What kind of results can you expect to achieve?

You can expect your average, income to increase significantly within one to three years. You can also expect to dramatically increase the amount of free time you have to engage in the activities that you enjoy outside of work. Primarily this is possible because participants are able to greatly simplify their lives, increase their focus and productivity, strengthen their teams, and utilise their unique talents.

What happens in the workshops?

The workshops consist of a combination of theory and practical exercises focusing on planning, building growth strategies, creative thinking and sharing experiences and ideas with other participants. Workshops are an interactive experience, as opposed to a lecture with ample opportunities for individuals to contribute through large group and small group discussions. Workshops are held quarterly from 8:30 a.m. - 5 p.m. with frequent breaks to ensure maximum energy is maintained throughout the day.

What happens if a scheduled workshop is missed?

Occasionally emergencies arise that make it impossible to attend a scheduled workshop. In the rare event that a match is not available during a reasonable time frame we will substitute this session by two added coaching sessions to keep you on track.

What to expect in Workshops

An example of some of the aspects covered in an eight-hour workshop day per quarter include: -

- Reviewing details contained within a detailed three year vision regarding business and life
- Reviewing key points within business and marketing plans
- Doing exercises to encourage different and strategic thinking about business
- Developing and implementing a range of strategic focusing principles
- Creating a plan of action for the next ninety day period in your business and life
- Sharing and receiving feedback with other members and focusing on business growth

What other resources or support can be expected?

Workshops are supported by a series of ten one on one coaching sessions per year. These sessions are held between workshops where participants have direct access to a dedicated coach (silent partner). All coaches are accredited and experienced in helping business people to implement actions, build strategies and create concepts to improve business. The objectives to be achieved in coaching sessions are documented prior to leaving workshops and followed through by coaches who are available at any time.

What happens in coaching sessions: -

All coaching sessions are designed with one purpose in mind... to help you achieve the goals and objectives you have for your business and to ensure accountability is maintained throughout the process. Sessions are designed to run for forty five minutes through to an hour focusing on: -

- Reviewing, refining and developing specific strategies and actions as per your plan
- Practicing documented skills and reviewing progress against ninety day plan
- Providing support, encouragement and accountability for implementing action plans

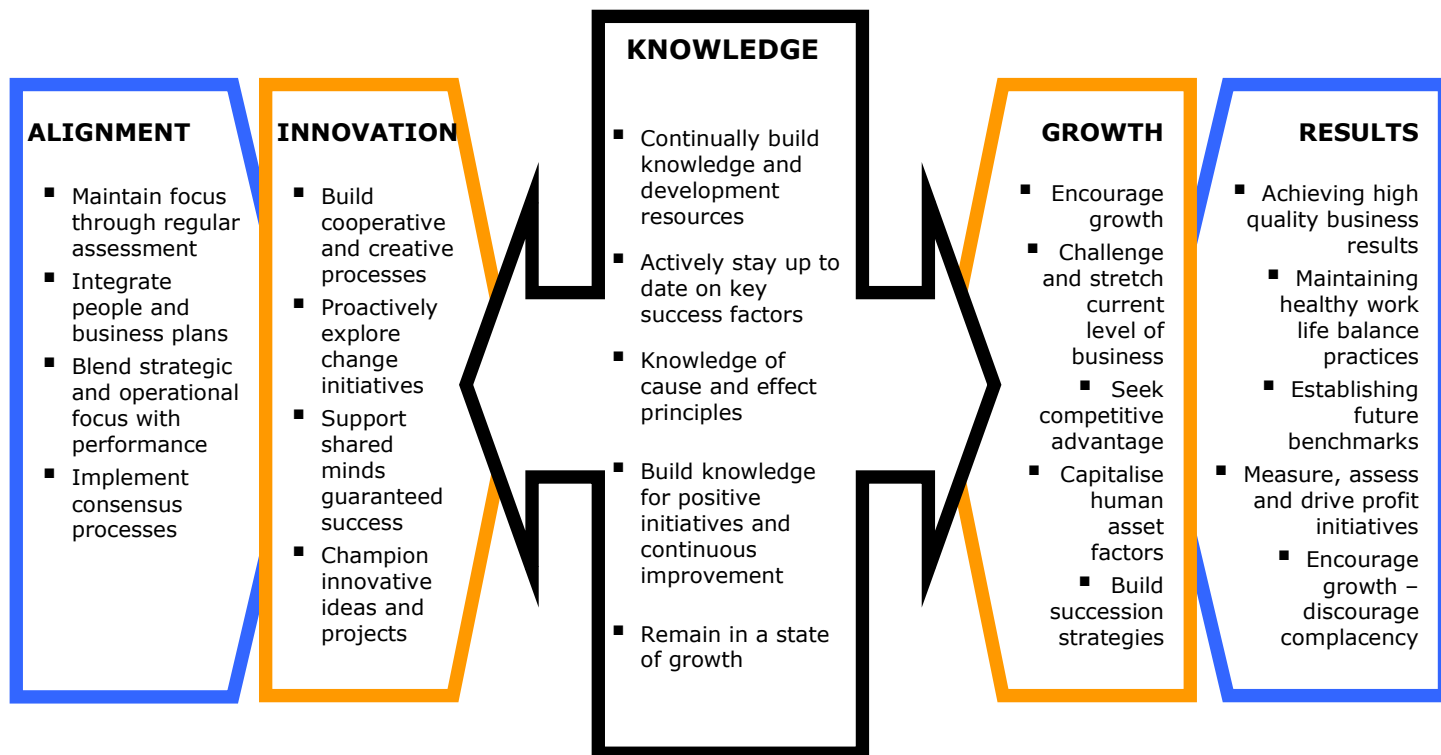
Growthplus MEMBERS

Members in each workshop are successful business people of varying ages and backgrounds who give the program diversity. Whilst diversity is a key feature within the group – the common denominator is that all members are experienced business people and know the issues, challenges, and opportunities that exist.

The quarterly reconnecting with the group is a unique part of the quarterly sessions for a number of reasons including: -

1. Successful business people have unique challenges, freedoms, and ways of thinking – there are many benefits to be gained from mixing with others who share similar challenges and experiences
2. The combined wisdom of successful peers provides high-level discussions and networking opportunities
3. The individuals within the group are committed to a bigger and better future. This makes for an unusually dynamic community of individuals, fostering “shared minds for guaranteed success”

The program focuses on five key elements.



“Why spend life in friction when it can be turned into momentum?”

Anonymous

Growth^{plus} **WORKSHOP**

Prior to attending The Foundation for Growth workshop, participants will complete **Growth^{plus}** the complete business and life balance diagnostic. This exercise is designed to identify, analyse and focus on continuous improvement.

Workshop 1 **The Foundation for Growth**

During this workshop participants examine the effect of increased complexity and the numerous challenges often attributed to the constant demands on time and increased complexity. This workshop introduces a number of concepts and strategies to enable business operators to focus on results, planning, staying fresh, working well with team members and creating time for a personal life rich in quality.

Workshop 2 **Discovering Unique Ability**

By the second workshop, participants have had time to begin applying specific actions from the first workshop and have had a taste of increased freedom, focus and control. In addition they are clearer about what no longer works and what needs to change in the future. This workshop concentrates on developing future success and happiness by identifying the Unique Factors within the business. This workshop also identifies the range of talents and skills throughout the business to create the "most value" for all concerned.

Workshop 3 **Shared Minds – Guaranteed Success**

This workshop concentrates on how to find the best people and create a team that produces great results, high energy and long term success through shared minds. One of the key questions addressed in this workshop is: - How do business operators increase business results without increasing demands on personal presence and involvement? By this point in the program, participants are clear about the satisfaction they get from working in a team and have identified their Unique Ability within the team.

Workshop 4 **Size does make a Difference!**

This workshop shows participants how to take care of existing clients whilst expanding relationships with the big-cheque writers who are a key part of the "future success" of the business.

As the workshops and coaching unfolds participants become more and more aware of the fact that in business some people write small cheques for the time invested in them, whilst others write big cheques. This workshop focuses on creating a bigger future for the business by focusing on the people who write big cheques — and how to find more people like them.

For further details contact the team at Effective Planning Solutions. We will be happy to answer any questions you may have. Phone 1800 77 67 89 or email info@epsolutions.com.au

For information regarding applications, methodologies and models call 1800 77 6789