

# Business Academy - Freedom Level Programme Synopsis

## Business Growth Partnership

Using Your Current Business as a Case Study to Deliver a Bespoke Business, Leadership and Management Growth Implementation Programme with Your Team



### **Business Academy** Fast Forward Your Future

- ✓ Increased Profits
- ✓ Improved Performance
- ✓ Greater Life-Work Balance

**Maximise Your Personal Potential.**  
**Accelerate Your Business Results**

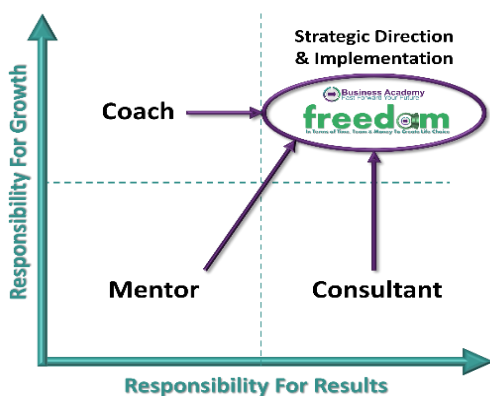
## Energise People > Mobilise Teams > Connect the Culture...

**Business Academy - Freedom Level** is an immersive, encompassing, bespoke programme, designed for those business owner / directors who are determined to achieve significant growth, succession development, sector leadership, substantial results, and an executable exit strategy.

It is most suitable for established businesses with larger teams or departments typically with £3m to +£35M Turnover. You will be provided access to all the Business Academy Core Level online programmes and systems, plus the additional benefits gained in the group coaching Accelerate and Thrive Level programmes.



### Business Growth Partnership



Every business can benefit from having an experienced set of business advisors... **It is perhaps rare however, to find and appoint a trusted advisor that has the experience and track record to fulfil the roles of coach, mentor, consultant, trainer, strategist, and executive leadership, leveraging a proven programme that can be adapted to the needs of the business.**

Through a unique combination, as required, at **Freedom Level** we enter a unique **Business Growth Partnership** working with executives and management teams to help them overcome challenges and accelerate performance. Where we will accelerate performance and achieve significant results, maximizing shareholder value through implementing improvements in Accountability, Controllability, Profitability and Sustainability.

The retained position is usually fulfilled through an appointment as a Non-Executive Director, which carries no entitlement to vote on the Board of Directors. **It is often considered a more cost effective and a better option to coaching as the non-executive is tied to the business growth and results performance** and is bound in accordance with the Directors' Act and code of conduct.

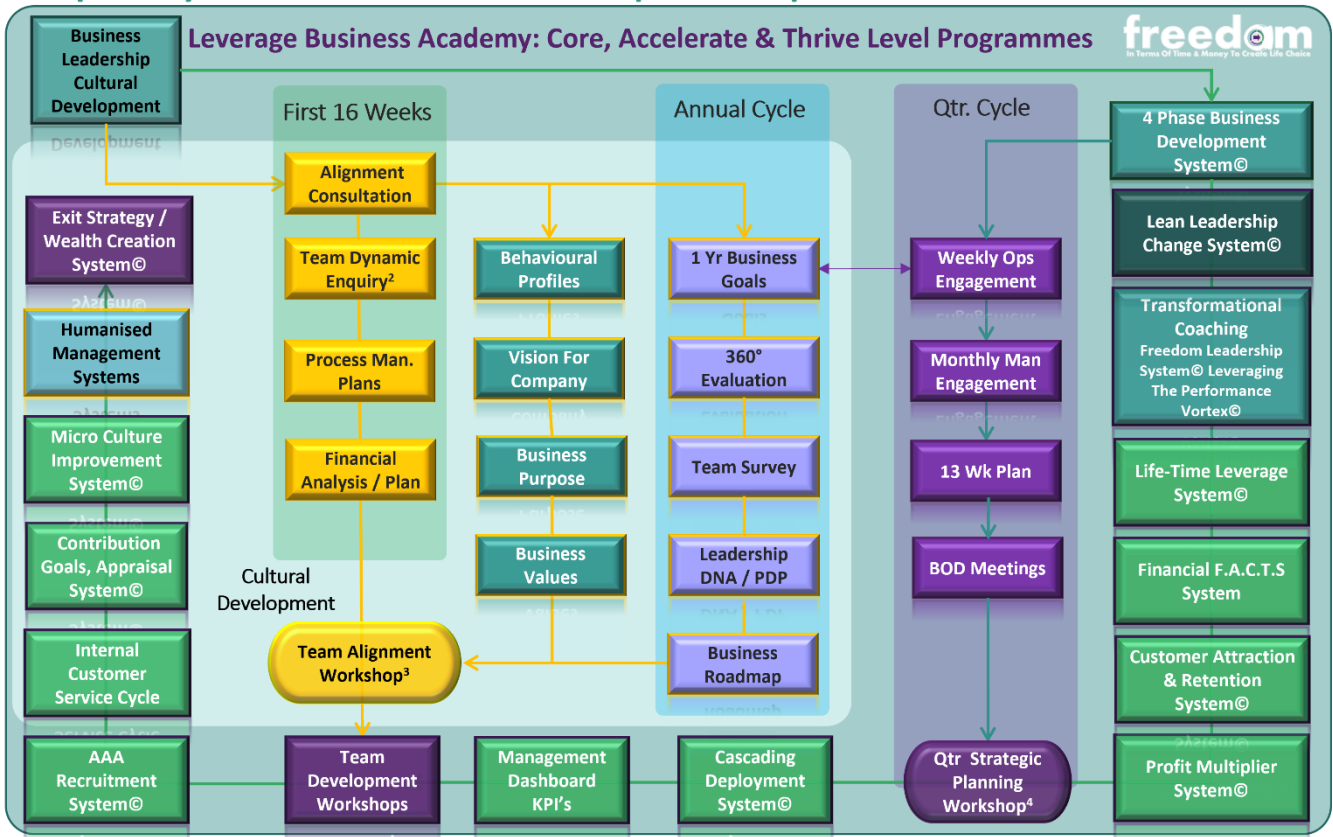


- ⊗ Scheduled visits to provide consultations, and 1-2-1 coaching of directors on business and leadership development.
- ⊗ An experienced, objective, and impartial executive on the board of directors to help steer the company, constructively question decisions to ensure clarity of desired outcomes.
- ⊗ Provide training in various aspects of business, people, systems, commercial growth to the team.
- ⊗ Identify and capitalise on opportunities for change, exploiting the company's strengths to overcome challenges, and assist in the development of the organisation's strategic direction
- ⊗ Constructively challenge and help develop business improvements, hold to account performance.
- ⊗ Contribute to the process of establishing a strong, improving, sustainable, working culture.
- ⊗ Offer advice and guidance to directors and senior managers, coach, and mentor for key personnel
- ⊗ Close the significant gap between strategy and execution, increasing team member contribution
- ⊗ Offer constructive criticism, challenge the team, contribute to leadership, and team member growth, hiring processes, operations, sales and marketing, financial management, systems development, exit and succession plans, and other internal development activity or workshops as deemed appropriate.

**It's not about aspiring to be great, it's about inspiring others to be great... because great leaders do not build great businesses; great leaders build great people who build great systems that run great businesses.**

Business Academy Freedom Level is a blended learning modular system with maximum choice & flexibility for your entire team to benefit from. It is therefore bespoke content, time and duration though typically follows a proprietary process influenced by the full scope of Business Academy:

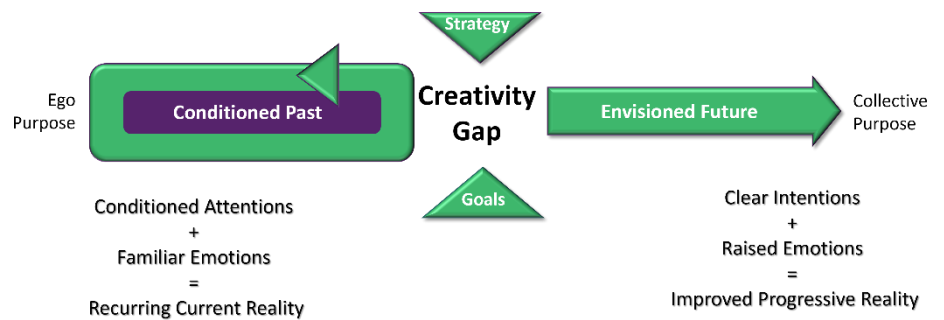
**Proprietary Business Growth Partnership - Development Process Flow Overview<sup>©</sup>**



**Saving Your Self Time Energy Money & Stress**

Significant change comes more from managing the journey than from simply publicising the destination... An enormous amount of talent, ambition and 'vision' is wasted not due to a lack of direction, but failure to make obvious to everyone across the organisation how the end-goal impacts their day-to-day focus.

We will move toward an inclusive committed culture using a proven and proprietary change management system, (L.E.A.N Leadership 4.0) as we move through the development process flow, shifting from a past present reality to a **future present reality** in your business...



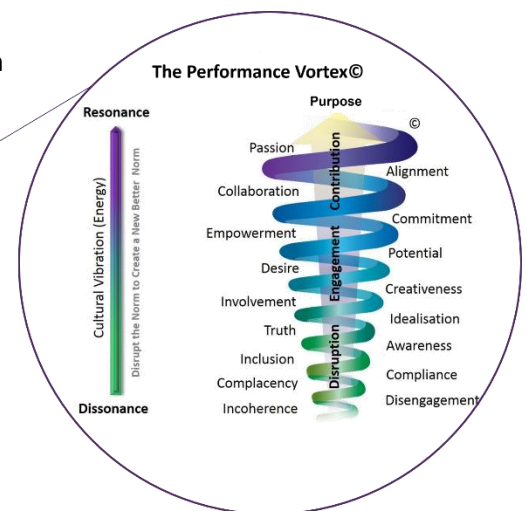
## Increasing The Emotional Intelligence of the Organisation... Team Discovery, Engagement, Implementation & Normalisation

There is an underlying 'vibration' of social and emotional energy beneath every defined culture that defines the emotional intelligence of that team or organisation. If you and your people are not attuned to it and raise the frequency of that vibration you will not achieve the synchronicity required to maximise commitment, potential and performance.

A common misconception is that Leadership is associated to a title, a person in a position of authority. The paradigm is that a leader is someone able to influence themselves and others, which means everyone in your organisation has the capacity to at least become good self-leaders.

Our **L.E.A.N. Leadership 4.0 Change System**® close the significant gap that exists between strategy and execution in your organisation through 'implementation' of **Freedom Leadership Roadmap**®, 100% inclusion to drive your organisation up the **Performance Vortex**®, creating a pathway to Industry 4.0.

Growth through EXPERIENCING real-world action-based strategies with full implementation involvement and support



## Leverage Business Academy Core, Accelerate and Thrive Level Programmes

Significantly each proceeding Workshop and online Programme can be adapted to run in-house with your senior or extended team, in full alignment with the Freedom Level Development Flow Process...





**Programme 1**



# Organisational Culture Development (OCD) System

## For Individuals Character Is Destiny; For Your Business Culture Is Destiny

Your mission, should you choose to accept it, is to take control of your destiny by re-defining your business culture to create a framework that gets your team and stakeholders inspired, enrolled, engaged and contributing cohesively toward a shared invigorating future as ambassadors of your company brand values.

### Thrive Level - Workshop 1

#### Start With the End in Mind - Setting your Future Workshop.

Before strategies, operations, sales, and systems the leader's role is to establish the culture with their team. You will learn how to build a business, regardless of age, from the foundations up starting with re-defining your Culture to that of a winning company... Plus the most powerful but underused management and leadership tool available to you right now.



### Core Level - Online Programme 1 (Redefining Culture)

An Online Programme and System with Learning Pages, eBooks, Videos, Assessments, Models, Strategies, and Tools.

#### Organisation and Cultural Development (OCD) System Programme & Step-by-Step Implementation Guide

Through this programme we will re-develop a culture built upon the pillars of diversity, inclusion, transparency, empowerment, and collaboration and define how you act and interact with customers and with each other. We will establish a platform to align your team and master the foundation for success by creating your very best future marketing material and hiring criteria that will attract the right people at the right time to your company. We will develop a clear and powerful set of personal and business goals and cascade a compelling vision and purpose for your business to re-discover your passion and get your heart and mind focused.

<b>7</b>	<b>10</b>	<b>7</b>	<b>4</b>	<b>6</b>	<b>1</b>			
Fundamental Bite-Size Learning Modules	Learning Videos	System & Bonus Learning Modules	Additional Downloads	Lock-It-In Workbook Pages	Discovery Assessments	Implementation Guides	Gamification to get your Team involved	Community Support Webinars

## Programme 2



### How To Become a Phenomenal Leader & Get the Best Out of Yourself?

Your mission, should you choose to accept it, is to replace limiting habits with success habits and upgrade your identity to match your destiny, aligning your mindset, action set and skillset to the leader you want to be with the fortitude of character required to authentically lead others and truly lead change... To Be You as A Better You

#### Thrive Level - Workshop 2

##### Be The Change You Wish to See – Self Leadership Workshop.

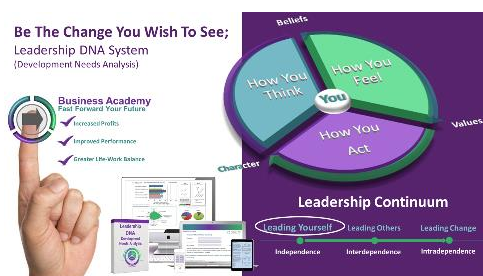
You cannot learn to lead others until you can lead yourself, and the quality of your leadership journey and potential will be dependent on your ability to build cognitive, emotional & conscious awareness skills to improve your Motivational, Emotional and Adversity Intelligence.



#### Core Level - Online Programme 2 (Self Leadership)

##### An Online Programme and System with Learning Pages, eBooks, Videos, Assessments, Models, Strategies, and Tools Leadership DNA (Development Needs Analysis) System Programme and Step-by-Step Implementation Guide

The Leadership DNA system allows you to define, recognise and close the gap between where you are now and where you would like to be through a personal development plan, starting with benchmarking your current reality, re-programming your mind for success, dispelling limiting beliefs and generating super confidence. You will define and improve your self-leadership in terms of your personal effectiveness, motivation, decision making, and communication skills, etc. You will learn how to hold others accountable through experiential assertiveness and practice the gentle art of delegation to influence people to follow the path you are on.



<b>8</b>	<b>12</b>	<b>10</b>	<b>9</b>	<b>4</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
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## Programme 3



### What You Think You Know About Time Management is Completely Outdated

Your mission, should you choose to accept it, is to take back control of your personal energy, master your relationship with time, link intentions to expectations, and implement three proprietary decision-making funnels with effective planning to stop you being a slave to time & start investing it to gain more balance and far better future choices.

### Thrive Level - Workshop 3

**Time For Success - Time Intent Workshop** - Time Intent Workshop.

It's not about managing Time; it's about managing your Energy – The Four Dimensions of Energy. It's not about Time Management, the process of 'Finding more Time' to create future workload; It's about Time Intent© the process of 'Investing Time' to create future Choices. It's not about being a slave to your subconscious programmes or patterns; It's about setting your 'Experience Intention' or the expectations of what you want to experience

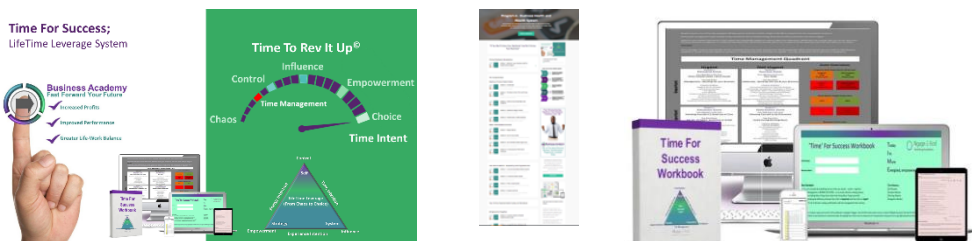


### Core Level -Online Programme 3 (Time Leverage)

An Online Programme and System with Learning Pages, eBooks, Videos, Assessments, Models, Strategies, and Tools.

**LifeTIME Leverage Programme- Today I'm More Energised, empowered, and enriched.**

This programme will move from chaos, to control, to choice, you will feel far more energised and know how to control the stress response. You will be able to leverage your time, set powerful expectations that will influence your experiences, maximise your personal effectiveness, creating a decision-making support system that will influence strategic planning with cascading goals... Plus, implement one simple strategy that will change your current reality to create better choice in your business and in your life.



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**Programme 4**



**If You Don't Know Your Numbers; You Don't Know Your Business.**

Your mission, should you choose to accept it, is to improve your financial IQ, understand your business health and make and measure small changes that will have significant impact, empowering you to be in control and in sync with your business finances so you may ask better questions of your accountant, and make better informed decisions

**Thrive Level - Workshop 4**

**Business Finance Made Simple – Know Your Numbers Workshop.** You will learn and use the five critical financial controls you must know as a business owner.

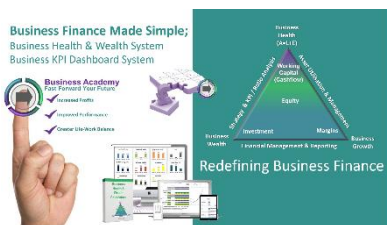
Work above your Gross Profit line to make pounds rather than continually striving to save pennies and implement small changes in critical areas will have a significant impact on the bottom line. We will develop a Financial Dashboard through KPI's and ratios so you can spot challenges, recognise opportunities, and make informed decisions through your numbers.



**Core Level - Online Programme 4 (Know Your Numbers)**

An Online Programme and System with Learning Pages, eBooks, Videos, Assessments, Models, Strategies, and Tools **Business Health & Wealth Programme and Step-by-Step Implementation Guide**

Designed to re-educate you on your own business using information you already have so that you may ask better questions of your support stakeholders; You will Plug and Play with, and more importantly understand, your Balance Sheet how your Profit and Loss got you to your Balance Sheet and use projections to efficiently manage your cash flow along with a budget statement. You will be able to access the Business Ratios used by your bank manager and investors to assess your business health and be able to implement strategies in the 6 profit input areas that will massively multiply profit in any business.



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Fundamental  
Bite-Size Learning  
Modules
- 8**

Learning  
Videos
- 11**

System & Bonus  
Learning  
Modules
- 7**

Additional  
Downloads
- 4**

Lock-It-In  
Workbook  
Pages
- 3**

Discovery  
Assessments
- 3**

Implementation  
Guides
- 3**

Gamification to  
get your Team  
involved
- 3**

Community  
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Webinars



**Programme 5**



**Shift Your Team from The Ego 'Me' To the Collective 'WE'**

Your mission, should you choose to accept it, is to create the team you have always wanted, from recruitment to results, from compliance to commitment, learning how to effectively mobilise a group of people into a cohesive unit(s) to drive collective emotions in a positive direction toward a pre-determined outcome

**Thrive Level - Workshop 5**

**Creating a High-Performance Team - Team Building Workshop.** Understanding the fundamentals of a high-performance team is one of the keys to developing a highly successful and profitable business. Businesses do not work; people work, therefore if you want your business to work well there is nothing more important than hiring and developing the right people in the right positions while implementing the 7 Fundamentals of a Winning Team.



**Core Level - Online Programme 5 (Team Building)**

An Online Programme and System with Learning Pages, eBooks, Videos, Assessments, Models, Strategies, and Tools.

**Creating High Performance Teams Programme and Step-by-Step Implementation Guide**

Leaders of today must develop a broad range of skills and competences in insight, innovation, connection and engagement... In this programme you will gain an understanding of how and why people are inspired and learn how to get your team motivated and contributing for the betterment of the company and all stakeholders. They will stop working reactively, so you don't need to continually put out fires, so all become more pro-active about building growth. We will employ a system that is both efficient and effective to help you add the right, motivated, great people to your team, get others ready for promotion as the company grows to a stage where they can run it profitably without you to always be there; Choice



Your Full Comprehensive AAA Recruitment System & Implementation Guide

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Additional Downloads
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Discovery Assessments
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Implementation Guides
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Gamification to get your Team involved
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Community Support Webinars

**Programme 6**



**Don't tell them what you do... Tell them what they get out of what you do**

Your mission, should you choose to accept it, is to skyrocket your profit by understanding what generates it, and create a marketing machine at the heart of your business that connects your value proposition to your target market, delivering lead after lead by working above the gross profit line to make £££ from social, digital to mainstream channels

**Thrive Level - Workshop 6**

**Buying Customers – Marketing Workshop.**

Through marketing you create the opportunity to educate your target market on how to succeed at their goals using your solutions. In this workshop you will learn how to create a Customer Attraction System including marketing copy, digital innovation & measurement that will drive a marketing machine generating cash flow stability.



**Core Level - Online Programme 6 (Marketing)**

An Online Programme and System with Learning Pages, eBooks, Videos, Assessments, Models, Strategies, and Tools  
**Customer Attraction System Programme and Step-by-Step Implementation Guide**

Through this programme you will discover that marketing is the art of getting your ideal prospect to understand the emotional value they will gain, regardless of the monetary value they will spend, and to internalise what it will mean for them to do business with you. You will learn and implement the **Profit Multiplier System**, identify target markets, create a value proposition, marketing messages and material to apply a turnkey, persuasive, and inexpensive ways to generate more leads for your products or services. We will create a step-by-step holistic strategic marketing plan that integrates Digital, Social, Website and Mainstream strategies to significantly re-engage old customers, increase new customers, maximise the margin mix and therefore improve profitability.



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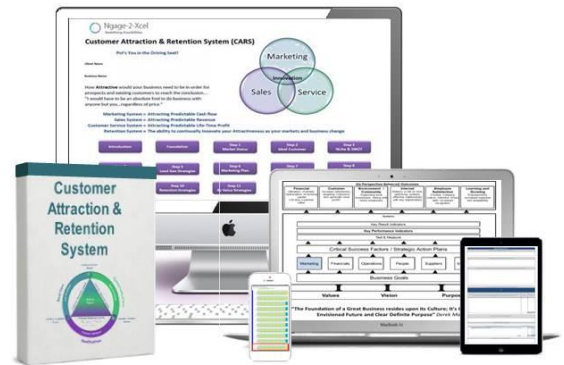
## Your 'Customer Attraction, Approval and Retention System' (CAARS) Puts You in The Driving Seat.

***"You should never accept a fraction of your profits, when for the same effort or less, the same people or fewer, the same time or less.... your business can deliver so much more."***

### Business Academy

The CAARS Step by Step Implementation Guide will steer members through the **Marketing, Sales and Customer Service** programmes building a sustainable system in their business to maximise profits, with over 800 business development and commercialisation strategies.

Whilst the CAARS System is the primary support mechanism for your Business Commercialisation systems, understand that systems maturity is key to business success and sustainability yet there is no specific programme or workshop in Business Academy for systems. The fact is that systems are integrated into every programme and workshop.



Marketing is a system for connecting emotionally with customers attracting them to your product or service:

**Customer Attraction System = Predictable Cash flow**

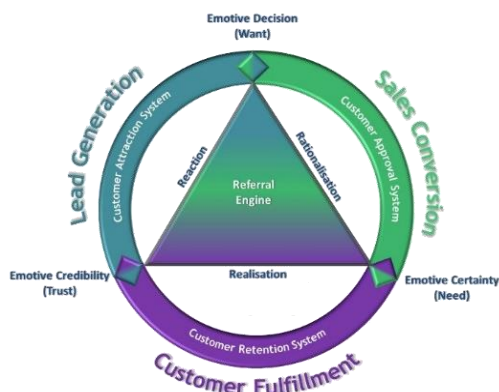
Sales is a leveraged system that provides a consistent prospect experience through a series of **Customer Touch Points** that decreases sales reluctance and increase sales acceptance, connecting with their rationally brain to approve of your product or service, thus overcoming objections at the earliest opportunity:

**Customer Approval System = Predictable Revenue**

Customer Service is a leveraged system to maintain the connection with **'all stakeholders'** by consistently exceeding their expectations and employing the little things that lets them know you care... Providing the WOW factor, turning them into your best marketing and sales assets:

**Customer Retention System = Predictable Life-Time Profits**

The 'Customer Attraction and Retention System' is a 12-stage step by step process for commercial development of your business:



- 1 Define your current market status
- 2 Identify your ideal customer
- 3 Complete a Niche and SWOT analysis
- 4 Create a strong value proposition and marketing message
- 5 Lead Generation Strategy Picker and implementation tips
- 6 Create your simple '7 Step Marketing Plan'
- 7 Identify and create your 'Sales Process' for each step
- 8 Test and Measure Results Dashboard
- 9 Conversion (Approval) Strategy Picker and implementation tips
- 10 Customer Care Process (Retention) Strategy Picker'
- 11 Av. Value Sale Strategy Picker and implementation tips
- 12 Create your Referral Programme and Action Plan

How attractive would you and your businesses need to be for prospects and existing customers to reach the conclusion...? **"I would have to be an absolute fool to do business with anyone but you...regardless of price."**



## Programme 7



**It's Not About Having the Right Opportunities; It's About Managing the Opportunities Right**  
Your mission, should you choose to accept it, is to create a customer approval sales system establishing consistency, trust, and familiarity, learn how to build relationships that eliminate objections, and understand the psychology of buyers to implement and maximise sales conversion and average value sale strategies

### Thrive Level - Workshop 7

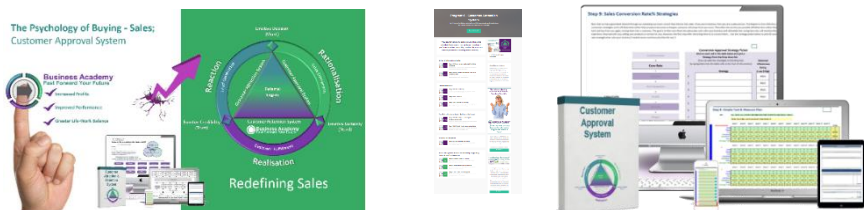
**The Psychology of a Buying – Sales Workshop.** Sales is a medium for professional problem identification and solution provision. So, if you want Sales training, you can get it anywhere; we will look at the psychology of how people buy. 70% of the Sales process is Relationship Building and/or Problem Identification; Therefore 70% of your time with a prospect is not selling. You will learn how to effectively communicate, and positively influence people, to become a great leader or salesperson leveraged by a dedicated sales process.



### Core Level - Online Programme 7 (Sales)

**An Online Programme and System with Learning Pages, eBooks, Videos, Assessments, Models, Strategies, and Tools**  
**Customer Approval System Programme and Step-by-Step Implementation Guide**

We will create a Customer Approval System (sales process) unique to your business maximising prospect conversions and creating consistency of experience, plus boost the average sale value from every customer you are already doing business with. We will build the most effective sales appeal for your products and services that sets your business head and shoulders above my competition. Your sales process will take them on a journey designed to get your prospects to approve of your value proposition (sales conversion) at the earliest opportunity.... You will understand behaviours and communication modalities, together with stress points and learning styles enabling you to adapt to a customer's buying profile. Developing technology, systems, process, and sales leadership skills will bring out the absolute best in you and your team.



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| <b>6</b>                                     | <b>6</b>           | <b>5</b>                              | <b>4</b>                | <b>3</b>                        | <b>1</b>                 | <b>1</b>                 | <b>1</b>                                     | <b>1</b>                         |
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## Programme 8



### Unleash The Power of Your Customers as Your Best Salespeople

Your mission, should you choose to accept it, is to master external & 'internal' customer service cycles, and use onboarding, loyalty, and differentiation systems that will stand you apart and give the WOW factor, unleashing the power of all your stakeholders as business growth and success ambassadors

#### Thrive Level - Workshop 8

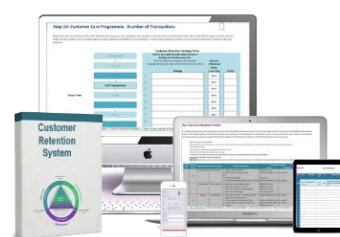
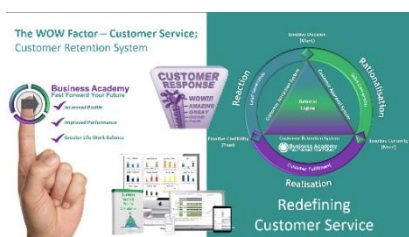
**The WOW Factor – Customer Service Workshop.** Great Customer Service is all about creating a WOW factor through a service led culture, along with a Customer Retention and Referral System that will turn your team into your most effective marketing strategy and your customers into a sales machine.



#### Core Level - Online Programme 8 (Customer Service)

An Online Programme and System with Learning Pages, eBooks, Videos, Assessments, Models, Strategies, and Tools  
**Customer Retention System Programme and Step-by-Step Implementation Guide**

When you make a sale, you generate income; When you make an investment of time and deliver an exceptional experience to a customer, you generate profitable lifetime value. A system that ensures consistency in your customers experience is key to promoting brand awareness and recognition. In this programme we will create a WOW customer experience, consistently, with critical nonessentials, learn to manage your customer's expectations and keep them returning and referring. We will create an onboarding process and get your customers up the ladder of loyalty using quality service to differentiate your business from your competition. We will make a real difference teaching your team to provide personalised, responsive "extra-mile service" and indoctrinate stay-in-touch systems. We will also discover and implement an 'internal customer service cycle' that will be a true game changer for your leadership and management.



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## Programme 9



**Business Academy**  
Fast Forward Your Future

# Personal Wealth Creation System

### Get You and Your Business to A Point of Time and Wealth Gains Where You Have CHOICE

Your mission, should you choose to accept it, is to turn profit into investable capital, take control of the equity cycle, your financial destiny and exit strategy, winning the game of money by learning how to initiate a plan for multiple investment income streams that will gain you time and wealth freedom of CHOICE

### Thrive Level - Workshop 9

**Personal Wealth Creation - & the Entrepreneurial Mind-Set Workshop.** The goal of wealthy minded people is to pursue freedom of choice, not riches... The potential to acquire more financial assets will be an outcome of everything you have applied in the previous programmes within Business Academy. To compound that you need to increase your financial investment IQ and get your money working harder for you instead of you working hard to chase it. Learn in simple terms about the diverse types of asset classes, how to raise investment cash flow for your current business or to acquire future businesses or invest in property.

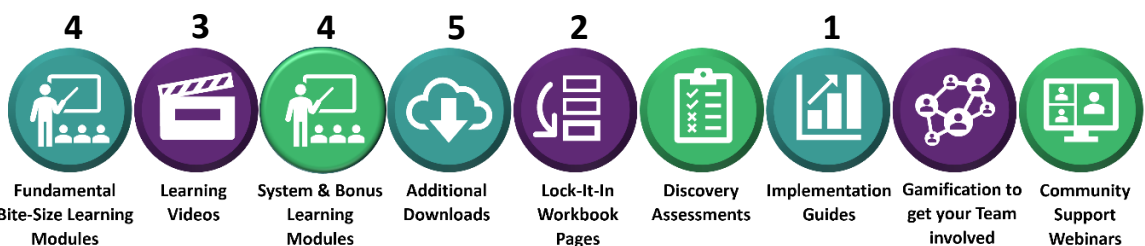


### Core Level - Online Programme 9 (Personal Wealth Creation)

An Online Programme and System with Learning Pages, eBooks, Videos, Assessments, Models, Strategies, and Tools  
**Wealth Creation System Programme and Step-by-Step Implementation Guide**

In this programme you will learn how to create investment capital from profits, compound your returns and generate personal wealth. We will introduce to how the equity cycle work and how to make it work better for you to create multiple income streams from other 'cash flowing' assets that yield your **FFF**; If you don't know what your FFF is, this programme is a must! You will understand and use the risk-reward pyramid to create equity for investment capital into different asset classes. You will have at your disposal on of the most comprehensive wealth creation systems for business owners ever devised, a guide that will help you to plan and calculate equity returns from proposed investments. We will define what type of exit strategy is right for you based on your business type so you may gain the freedom to have no financial reliance upon your primary source of income from your current business. As you grow your individual wealth you grow your quality of life.

*Academy members use their CAARS system to choose strategies for profit increase. They then implement them by testing and measuring as they go, updating their profit multiplier with their own figures and releasing capital for asset purchase measuring their equity score as they go.*





## Thrive Level Accreditation and Guarantee



The Chartered Management Institute (CMI)

A Remarkable Guarantee for  
a Remarkable Course:



### Your Course is Recognised and Approved

You can receive optional Accreditation in:

#### Diploma in Leadership & Management - Level 5

- Integrated Assessments
- Independent Assessor Fee Applies
- CPD and Degree Level Credit Points
- Step away from 'Chartered Manager' Status
- Complimentary CMI Membership (MCMI Title)

Because we know the power of this programme and what it can do for you - We promise you that if you follow the processes, it will effectively cost you nothing to attend.

## The 3 Layers of Thrive Level Community Support



## Other Support Tools & Systems



## Psychometric & Accountability Continual Improvement Tools



## Business Academy 360° Leadership Online Appraisal System

The 360 Leadership Appraisal System, which is anonymous, focuses on providing a rounded view of leadership performance by gathering feedback on an individual from several sources, typically including peers, self, customers, managers, & team members. It provides feedback about leadership skills, performance, working relationships, etc, in comparison to the more traditional appraisal arrangement based online manager's assessment.



The areas appraised within the online questionnaire can be adapted, though will usually include: Personal Effectiveness, Continuous Learning, Leadership, Innovation and Knowledge sharing, which uses open feedback that considers the following three questions: What should I continue doing? What should I improve? What should I STOP doing?

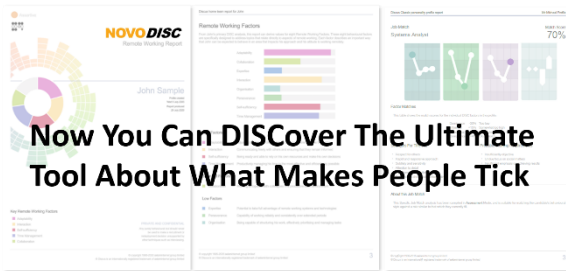
The Business Academy system will collate the respondent's answers and provide a consolidated report in various info graph and textual formats you can use to create a Personal Development Plan and can be viewed online to share with team members. This is a fantastic tool to generate engagement with you team in conjunction with many of the Business Academy Online Work systems.

## Business Academy Team Profiling Assessment System

Individual team members can contribute to your business, where it is going and how to get there as part of a team. The Online Team Profile questionnaire is designed to help your team members rate their own business in relation to the ideal team they all wish to have. We have identified 25 key areas that contribute to team success in the areas of Purpose and Direction, Team Leadership, Understanding Differences, Communication, Empowerment, Processes, and Relationships. Each designated member of your team will receive the opportunity to complete the anonymous questionnaire where they will answer each statement and rate the business from 1 to 5 relating to whether they strongly agree or strongly disagree with the statement. Providing your team members with such a platform to express their opinions is very powerful and can be used as an opportunity to involve them more in improvement brainstorming and actions, resulting in team members who are motivated to contribute at far higher levels.



## NOVODISC Behavioural Profiling System



NOVODISC is a behavioural reporting system used to describe a person's general approach, including their motivations and dislikes, strengths, and weaknesses, and some of the basic assumptions they make about other people. It can also go far in helping to predict how a person will react in given situations, providing hot buttons for interview and valuable sales negotiation insights...Find Out



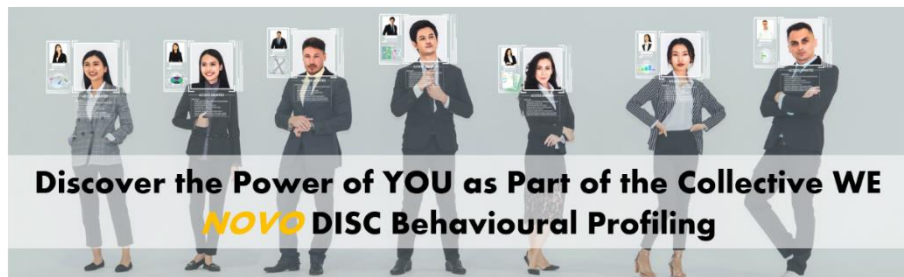
More... [Behavioural Profiling \(fastforwardyourfuture.com\)](http://fastforwardyourfuture.com)..

### BEHAVIOURAL COACHING

The Standard DISC Behavioural Profile is a powerful tool which helps you understand your own behaviour and that of others. It is used to explain your general and management style, advantages, and disadvantages of your communication style, how you make decisions, what motivates you, and how you organize and plan.

### TEAM AND LEADERSHIP COACHING

Get Standard DISC Profiles produced for each of your team members. We then combine the results to produce a Team Report which will allow you to understand the dynamics of your Team and how to maximise your team's potential.



### SALES COACHING

Through understanding your own DISC style salespeople can learn to communicate better and improve your sales relationships. We will teach you the psychology a buyer goes through dependant on their DISC styles and how to adapt your DISC sales style to build quick effective trust and rapport, identify your customer's needs and close the sale.

### RELATIONSHIP COACHING

Relationship Reports are a textual description about the specific relationship between two individuals. It emphasizes the areas of agreement as well as areas of divergence and coaching then allows the pair to form a positive working relationship.

### JOB PROFILE – RECRUITMENT SUPPORT / COACHING

**Did you know that almost 80% of people get hired based on their skills and fired based on their behaviour?** In support of Business Academy AAA Hiring System, we can provide you with a report and knowledge to understand what kind of person is required for a particular job before you hire anyone, creating probing interview questions.... Reduce cost, reduce stress, reduce staff turnover, and end the; "but they seemed the right fit at interview" repetitive frustration.





## The 'Team Alignment' Workshop



The Team Alignment Workshop is an investment available to academy members to collaborate with their teams and engage the three previous systems. It is the perfect platform to review as a team the OCD System, creating an opportunity for all team members to re-align with the organisations goals and culture, as well as with each other.

Transparency and humility are strong leadership qualities and will move individuals out of their comfort zone and into the risk and reward zone. Engaging the 360° Leadership Online Questionnaire, Team Profile, and DISC Behavioural Reports for each participant, provides the platform for honest and open feedback that the business owner or directors can use to better themselves and their relationships with their team.... The outcome is to create a platform for each team member, to improve contribution.

Your Business Academy Affiliate Partner can deliver all this' as it is packaged separately from your Thrive Level programme though is congruent with all the Business Academy Systems.

The Team Alignment workshop can be run as a half day or full day (inclusive of DISC) for additional investment from academy members.

## Quarterly Strategic Planning Workshop



Having a Plan is not the most important element of Planning...

It is the Process of 'Planning' itself that is most important, in fact it is the essential element for growth and development because it brings the future into the present by forcing us to ask questions so that we can do something about it in the present.

Most significantly leaders intuitively understand that barriers to long-term success include a lack of consistent interaction and collaboration among team members to execute strategically. When you involve your people in the thinking / planning process you will get their buy-in to the execution of strategy and improve **Discretionary Effort**.



**Business Growth Partnership**  
An Immersive, Encompassing, Bespoke  
Programme, Designed for Those Business  
Owner / Directors Who are Determined  
to Achieve Significant Growth,  
Succession Development, Sector  
Leadership, Substantial Results, and an  
Executable Exit Strategy

**Energise People | Mobilise Teams | Connect The Culture**

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