

Business Academy - Core Level Programme Synopsis

Core Membership is a Low Monthly Subscription Providing Access to In-Depth Online Self Led Programmes with Videos, Workbooks, Assessments, Models, Strategies, Proprietary Systems & Step by Step Implementation Guides Covering All 12 Areas of Business & Leadership Growth.



Business Academy Fast Forward Your Future

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

Maximise Your Personal Potential.
Accelerate Your Business Results

This Is The Breakthrough You Have Been Searching For In Your Business...

A comprehensive, real-world business, leadership & management growth programme designed for SME business owner / directors to EXPERIENCE transformation through supported implementation.

Experience the online learning & implementation platform on your budget, in your way.

Experience the real difference, the 'missing gap' that drives lasting change, the support of a likeminded community who learn together, collaborate, and build relationships to help each other grow in many ways.



Business Academy – Core Level Membership Gains You Access To One of The Most Effective Online Business Transformation Programmes Available Today; Delivering Action Based Strategies with Supported Implementation.

**A Comprehensive Leadership & Management Programme
Designed Specifically For SME Business Owners**

Business Academy Core Level is designed for progressive SME business owner / directors and their teams frustrated with the performance of their business but don't yet know how to make that step change. The online programmes are self-guided where the blended learning modular system offers maximum choice & flexibility including the 'option', depending on the maturity of your business, to increase your coaching support level as you grow to achieve more, faster.

The online support tools are NOT just another set of online programmes – They are complete, proven & proprietary systems that are only available to you through business academy,

with online videos, assessments, workbooks, lifetime value learnings & step by step implementation guides with strategies you get to keep and reference... FOREVER!

Members portal / your private library, live feed, networking, live broadcasts + other exclusive powerful material to help you and your business develop.

Over one thousand business owners who have been through the programmes in the past +10 years prove it works through their results.



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.



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 that will define how you act and interact with customers and with each other, form a platform to align your team leveraging diversity and inclusion, 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.



- 7**

Fundamental Bite-Size Learning Modules
- 10**

Learning Videos
- 7**

System & Bonus Learning Modules
- 4**

Additional Downloads
- 6**

Lock-It-In Workbook Pages
- 1**

Discovery Assessments
- 1**

Implementation Guides
- 1**

Gamification to get your Team involved
- 1**

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

EXPERIENCE 'real world' transformation in:

 Mindset Positive Leadership Behavioural Change	 Skillset Business Management & Commercial Skills	 Actionset Implementation Strategies & Support
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Having the right Mindset will set you up for a life of fulfillment;
 Having the right Skillset will set up for a lifetime of achievement;
 Having the right Actionset will set you up for a lifetime of results

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 Emotional, Motivational, and Adversity Intelligence.








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.



8  Fundamental Bite-Size Learning Modules	12  Learning Videos	10  System & Bonus Learning Modules	9  Additional Downloads	4  Lock-It-In Workbook Pages	1  Discovery Assessments	1  Implementation Guides	1  Gamification to get your Team involved	1  Community Support Webinars
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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.

Energy Intention

Its not about managing Time; its about managing your Energy – The Four Dimensions of Energy

Time Intention

Its not about Time Management which is designed to create future workload; Its about focus on Time Intent, which is designed to create future choices.

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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| | | | | | | | | |
| 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 4

Business Academy
Fast Forward Your Future

Business Health and Wealth System

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



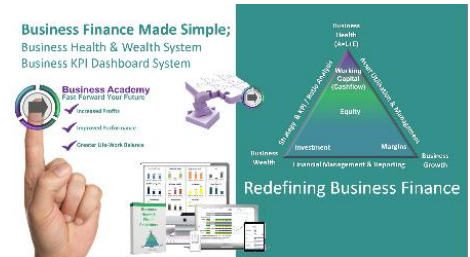
You will learn and use the five critical financial controls you must know as a business owner. Work above your Gross Profit line to make pounds rather than continually striving to save pennies and implement small changes in critical areas will have a significant impact on the bottom line. We will develop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

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.



- 7**

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 Support Webinars

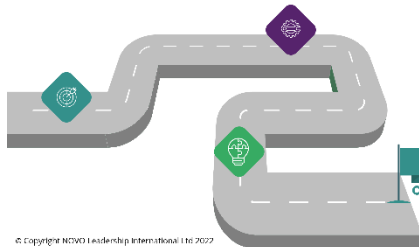
Programme 5



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

THE INSPIRIATIONAL ROADMAP® WHERE ARE YOU ON THIS LEADERSHIP JOURNEY?



- YOU'RE ARE STILL LEARNING TO LEAD YOURSELF**
 You are trying do everything inspirational: Investigate each situation, initiate belief, energise people, communicate hope, come up with all solutions then try to do most of it all yourself and be left wondering why no one contributes.
- YOU'RE ARE DEVELOPING TO LEAD OTHERS**
 You are being productively inspirational, but it can be difficult to model behaviours & company values, develop high potential relationships, communicate the vision and try to get buy in.
- YOU HAVE THE CHARACTER TO LEAD CHANGE**
 You are doing the little more difficult things more often and being a source of inspiration; you are beginning to realise its not about what you're doing, its about who you're being.

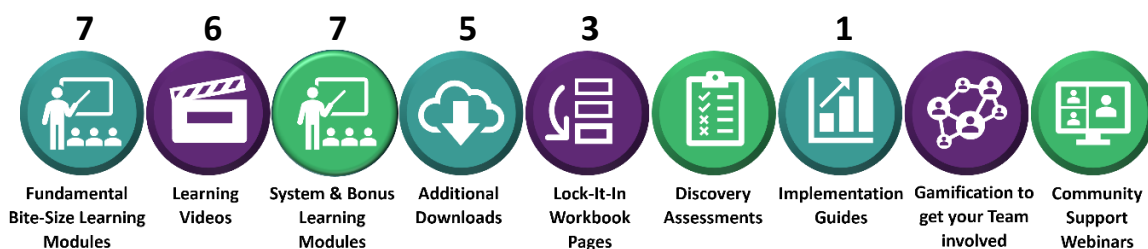
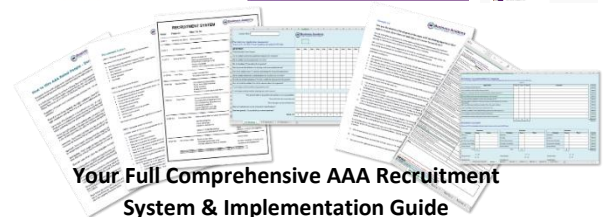
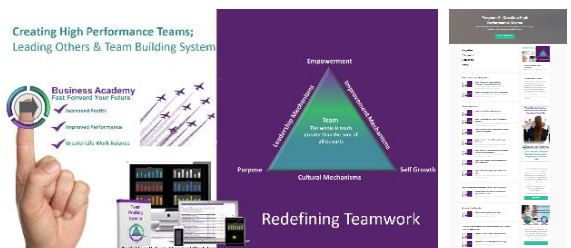
Understanding the fundamentals of a high-performance team is one of the keys to developing a highly successful and profitable business. Businesses do not work; people work, therefore if you want your business to work well there is nothing more important than hiring and developing the right people in the right positions

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

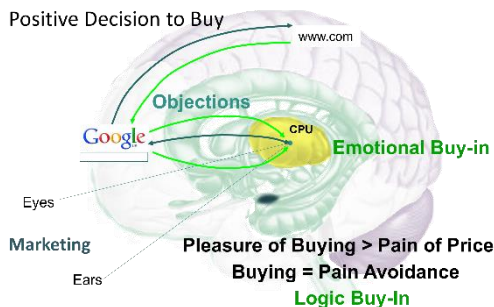


Programme 6



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



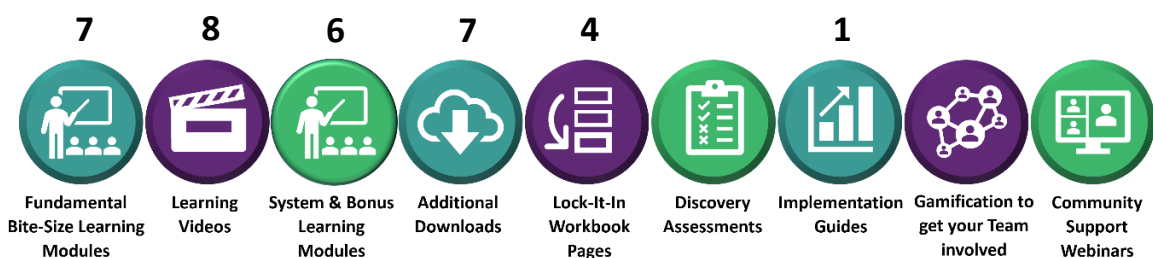
You will gain an understanding the psychology behind positive buying decisions and how to apply that to Neuro-marketing. Through marketing you create the opportunity to educate your target market on how to succeed at their goals using your solutions. You will learn how to create a Customer Attraction System including marketing copy, digital innovation & measurement that will drive a marketing machine generating cash flow stability

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.



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**

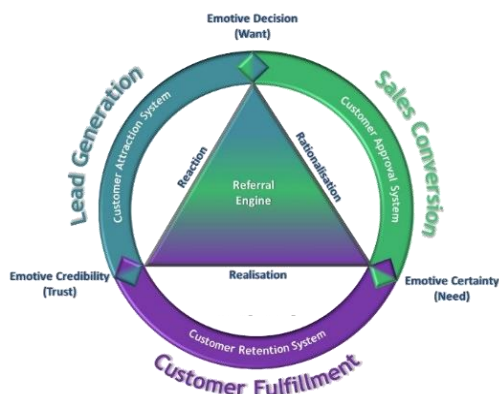
Sales is a leveraged system that provides a consistent prospect experience through a series of **Customer Touch Points** that decreases sales reluctance and increase sales acceptance, connecting with their rationally brain to approve of your product or service, thus overcoming objections at the earliest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



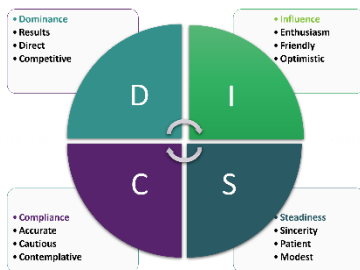
- 1 Define your current market status
- 2 Identify your ideal customer
- 3 Complete a Niche and SWOT analysis
- 4 Create a strong value proposition and marketing message
- 5 Lead Generation Strategy Picker and implementation tips
- 6 Create your simple '7 Step Marketing Plan'
- 7 Identify and create 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



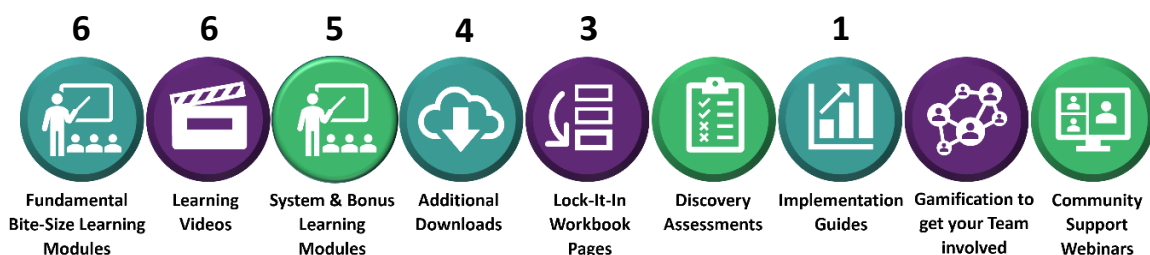
Sales is a medium for professional problem identification and solution provision. So, if you want Sales training, you can get it anywhere; we will continue to look at the psychology of how people buy. 70% of the Sales process is Relationship Building and/or Problem Identification; Therefore 70% of your time with a prospect is not selling. You will learn how to effectively identify others behavioural patterns to adapt your style to communicate better, build rapport and positively influence people, becoming a great sales leaders leveraged by a sales process.

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.



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



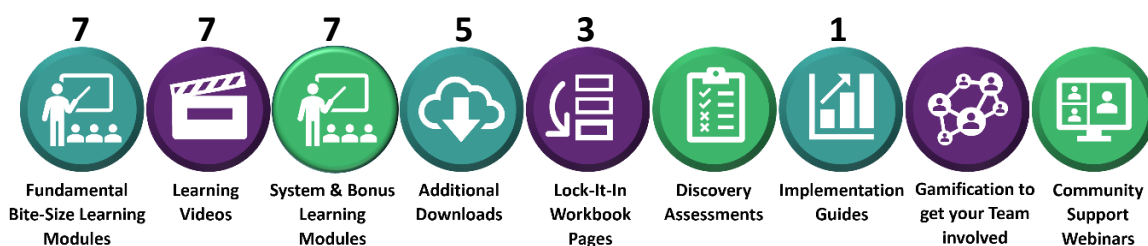
Customer Service is all about creating a WOW factor through a service led culture, along with a Customer Retention and Referral System that will turn your team into your most effective marketing strategy and your customers into a sales machine.

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.



Programme 9



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



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.

Online Programme 9 (Personal Wealth Creation)

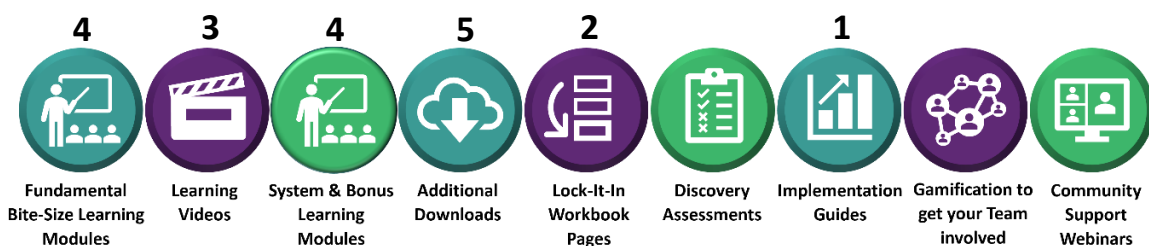
An Online Programme and System with Learning Pages, eBooks, Videos, Assessments, Models, Strategies, and Tools

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.



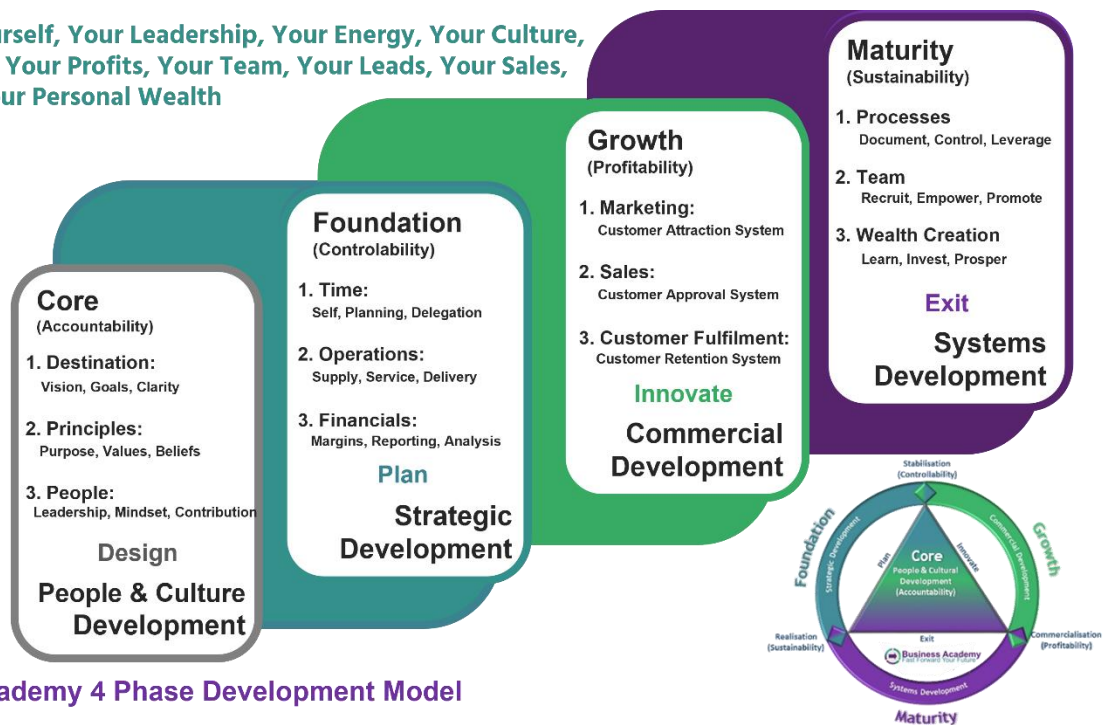


Business Academy Core Level is entirely designed for you to EXPERIENCE what you have learned by applying it 'with your team' through supported implementation systems and community interaction... With most business-related e-learning or Leadership and Management Development platforms the content is King where participants simply learn by 'gaining information' with poor, or no implementation / support context. **Business Academy is very different...** Content is of course critically important, and specifically designed for owner managers and their teams. However, it is the 'context' of delivery that is King to lock it in and give it value, where you learn by 'gaining true knowledge' through

implementation. This in essence, is the 'blended learning' experience, delivered through step-by-step implementation systems, workshops, coach, group, community, and webinar support activities that complement the online programmes....

The true value for you is in the delivery of a real world, engaged, business, leadership, and management growth programme through 'action-based strategies.'

How To Grow Yourself, Your Leadership, Your Energy, Your Culture, Your Financial IQ, Your Profits, Your Team, Your Leads, Your Sales, Your Service & Your Personal Wealth



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