

Here's how you can boost your business owner skills



Group Coaching for Business Owners

Cost effective, time efficient & highly pragmatic

The Profit Hunter Workshops

Practical knowledge and guidance for real business owners

What are these workshops?

- A series of 12 x 90 minute coaching workshops for business owners.
- Created by award-winning business coaches and business owners!
- Progressive and relevant - one workshop every 4 weeks.
- Packed full of concepts and suggestions that are easy to apply.

Thursdays
15:30 - 17.00pm

Online Sessions

What are the main benefits?

- Pragmatic advice with real world examples.
- Interactive - you can ask questions throughout.
- Regular personal development to keep yourself sharp!
- Practical activities for you to take away and apply in your business.

Investment
= £99 + VAT pcm

Extra Attendees = £75 + VAT each

Read on to learn what these workshops cover...

1 Designing Your Future Business



What does this session cover?

- 1. Purpose, vision, mission & values**
What they are & why you need them.
- 2. Business planning for business owners**
What goes into a motivating, relevant & living plan.
- 3. What an action plan is & how to make one**
How to turn ideas into goals & goals into action.

How this knowledge will help YOU...

Most business owners understand that planning is important, yet most also don't have a current, living plan in place.

This session will help you understand why that is, and what you can do to build a plan that is relevant, helpful & workable.

"Good intentions might sound nice, but it's positive actions that matter."

Tim Fargo



2 Building Your Business Culture



What does this session cover?

- 1. Impacts of company culture**
Customer, team, supplier and applicants.
- 2. Examples of great culture**
Showing how culture makes a big difference!
- 3. What an action plan is & how to make one**
Tools to use, and where to use them in business.

"Culture eats strategy for breakfast."

Peter Drucker

How this knowledge will help YOU...

The best employees are not necessarily those with the highest qualifications or the strongest CV. Attitude and values greatly affect both personal and team performance.

This session explains how company values can be used to best effect in boosting both!



3 Understanding Your Profit Flow



What does this session cover?

- 1. How profit flows through a business**
The taps you can use to increase flow rate.
- 2. Your range of options & several examples**
Strategic options to open up each profit tap.
- 3. Why a multi-focus profit strategy matters**
The power of profit compounding.

"Profit is what happens when you do everything else right"

Yvon Chouinard

How this knowledge will help YOU...

Whilst many business owners look at their profit & loss reports to identify where profit happens, most don't use all 7 of the available strategic taps to boost their business results.

This eye-opening session will ensure YOU do!



4 Controlling Your Financials



What does this session cover?

- 1. Key financial terms & documentation**
Profit & Loss, Balance Sheet, Cash-flow Statement.
- 2. Your mindset to financial management**
Pro-active and forward thinking.
- 3. Cash-flow & debtor management**
Tools, strategy, and advice.

“Beware of little expenses...a small leak will sink a great ship”

Benjamin Franklin

How this knowledge will help YOU...

Many businesses don't have a solid financial plan or knowledge...and it is costly. Having a confident understanding of your financial position, and knowing how to use strategy to change it is REALLY empowering!

Learn how at this workshop!



5 Mastering Your Marketing Strategy



What does this session cover?

- 1. The 4 key phases of marketing**
Branding, Primary, Secondary & Tertiary.
- 2. The Common 10 marketing objectives**
How to build your strategic marketing mix.
- 3. Identifying your priorities**
Setting an activity plan to match.

“Stop interrupting what people are interested in. Instead, become what people are interested in”

Craig Davis

How this knowledge will help YOU...

If you want to catch the right fish, you need the right timing, bait, rig and skills.

If you want to catch the right clients, the same principle applies.

Learn how in this fun workshop!



6 Boosting Your Sales Effectiveness



What does this session cover?

- 1. Buyer psychology**
Pains, gains, motives and solutions
- 2. Mapping your sales system**
Stages, commitment objectives, and tools.
- 3. Objection prevention & management**
Pre-handlers, hesitators and derailers.

"A fool may talk, but a wise man speaks"

Heinrich Heine

How this knowledge will help YOU...

Selling is a part of business, and yet often viewed as a bit of a dirty word or a dark art!

The truth is that selling is all about helping, and has some common bases for success.

Learn what they are in this workshop!



7 Your Business KPIs & Gauges



What does this session cover?

- 1. Understanding your vital business metrics**
What KPIs are, and why you need to measure.
- 2. Record, report, interpret, respond**
A simple behavioural model to use metrics well.
- 3. The importance of ownership**
How to engage your team with KPIs and gauges.

"Most people use statistics the way a drunkard uses a lamppost...more for support than illumination"

Andrew Lang

How this knowledge will help YOU...

Key Performance Indicators are the scores for team members, departments and businesses. Used properly, they are crucial for understanding success and interpreting failure...as well as for setting targets.

Learn how to use them well in your business!



8 Systemising Your Business



What does this session cover?

- 1. Why systemising is important**
Consistency is the foundation for growth.
- 2. How to create systems**
Systems, processes, procedures & tools.
- 3. Using technology to SUPPORT**
A system is only as good as its effective use.

How this knowledge will help YOU...

Systems are about more than process, they are about getting greater outcomes with less effort, and enabling scalability.

To move a job into being a true business means building (and using) a business system. Learn how in this workshop!

9 Helping Your Team to Perform



What does this session cover?

- 1. What performance really means**
Mediocrity versus excellence, and having clarity.
- 2. Adding a marginal gains mentality**
Examples of high-level human performance.
- 3. Performance management**
Tips for managing people & helping them achieve.

How this knowledge will help YOU...

Most businesses are reliant upon the performance of their team.

Selecting, training, supporting, and developing team members is critical to achieving great things in business.

Learn how to do just that in this workshop!

“Efficiency is doing things right. Effectiveness is doing the right things”

Peter Drucker

“To win in the marketplace, you must first win in the workplace”

Douglas Conant



10 Your Business Owner Performance



What does this session cover?

- 1. Business progress & the owner's fit**
Differing stages, and ownership roles.
- 2. Time management**
Maximising your efficiency and balancing roles.
- 3. Effective leadership & succession planning**
Leaders create leaders, and enabling others.

"Making something people want includes making a company that people want to work for"

Sahil Lavingia

11 Scaling Up Your Business



What does this session cover?

- 1. The difference between scaling & growth**
Concepts of business leverage & replication.
- 2. Options for achieving scalability**
Examples and advice.
- 3. Setting scalability plans & goals**
Mindset, focus and intent.

"Scaling up is every entrepreneur's dream... and nightmare"

Verne Harnish

How this knowledge will help YOU...

Being the owner of an SME often means having 20 different jobs. Being a great owner means balancing them all, and enabling others to help you.

Learn how that happens at this workshop!



How this knowledge will help YOU...

The aim is not to become busy, but to scale efficiently by using advantageous leverage.

Learn about this important concept in this workshop!



12 Why To Plan Your Exit Early



What do clients say about the Profit Hunter Workshops?

What does this session cover?

- 1. Having an exit plan is a good thing**
Unplanned exits rarely work out well.
- 2. Exit plan options**
Sale, succession, or something else?
- 3. Business valuation & the basics of selling**
Principles of company valuation & basic sales tips

“Every new beginning comes from some other beginning's end”

Semisonic

How this knowledge will help YOU...

You may not want to exit your business in the immediate future, and that's just fine.

However, having the knowledge of how and an outline plan in place for when you ARE ready is empowering. It allows you to act fast when opportunity knocks.

Learn how tat this workshop!



Bernard Knight
Regency Grove Telecoms

“It's such a cost-effective and low-time commitment way to be able to engage with a business coach. I gain their valuable knowledge, ask questions and they give me practical advice to action.”



Mark Jackson
Sussex Facilities Management

“We are in a growth phase right now, and it is very easy to get consumed by everything that brings.

I found that by attending the Profit Hunter workshops, they enabled me to 'step outside' and look objectively at ways we can further improve things, both now and in the future.”

Fancy a FREE trial of the next workshop?

Call us on 01444 440500 or email connect@growthcoach.co.uk

**Get in touch to
learn more!**



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