



Advanced Business Mastery

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enhancing lives

13-16 October 2007 | Hilton Hotel Sydney

Day 1 | Saturday | Marketing and Sales Director

Creating Your USP Exercise

Every participant will have at least a first draft of their USP. We will review the USP creation process quickly with a focus on how to LEVERAGE and USE it on an on-going and pervasive basis throughout ALL marketing and sales initiatives.

A USP is the single most powerful tool to have suspects, prospects and clients self-select into your Pathways to Profits.™

This interactive exercise ASSUMES everyone has a USP. It is NOT an educational lecture, but a hands-on "How do I apply this in my business NOW" exercise.

Suspect, Prospect and Client Profiling Exercise

This is a KEY exercise that introduces the Business Building Blueprint™ and the Dr's Demographic Descriptors™ to laser-focus all your communications leveraging Exponential Marketing, Tony Robbins and Brian Tracy Sales techniques all in two tools that will revolutionise how you interact with your Suspects, Prospects and Clients.

This is a roll-up-your-sleeves and DO IT NOW exercise. No lecturing. It's time to move from education to action to trigger the transformation NOW.

Swipe File Exercise

This exercise will be built on the collection of swipe file submissions from the 30+ Platinum Members. With over 100 submissions, we will review the good, the bad and the ugly to give YOU at least 3 'plug and play' strategies YOU can 'swipe' and apply in YOUR business immediately... We are REASONS or we are RESULTS. NO MORE REASONS!

Lunch Break

Sales 101: Preparation

Preparing for sales is one of the KEY success factors for Sales Champions. Several anecdotal examples will be given and others solicited from participants.

Sales 201: Presentation

Presentation skills are paramount for any salesperson to achieve 'exponential' growth. An outstanding presentation will be dissected to illustrate the various components of an influential sales presentation that reduces objections, future-paces the sale and incorporates a multitude of exponential marketing and peak performance strategies that YOU can model in YOUR presentations.

Sales 301: Performance

Management by Metrics™ applies to sales as much as to anything else in the business. However, with Sales, there are several additional factors that need to be addressed and considered. These will be covered in detail and additional distinctions solicited from participants.

Special Dinner

What Martians Couldn't Tell You and Venusians Didn't Know

This is a special presentation on how to improve your relationships based on a humorous perspective of Dr John Gray's 'Men are from Mars, Women are from Venus' series. Spouses are encouraged to attend.

Comical in delivery, this presentation hits home with critical issues that will unleash the romantic Romeo or Joyous Juliet in you. Only delivered once before for a private audience, this is my and Monica's personal gift to you.

Restricted to only 30 participants, registration is on a first-in, best dressed basis with no cancellations or refunds permitted.

Day 2 | Sunday | Human Resources Director

Speed Reading

I will present the entire Speed Reading course as I usually teach it. Some of you have been taught the technique, but hearing the entire presentation is GUARANTEED to improve your results. This is one of the most valuable skills to master and THEN teach to your staff and family. Imagine being able to read TWICE, THREE TIMES or FOUR TIMES faster than you do now... How would that change what you could learn over the next 10, 20 or 30 years? Imagine if all your employees were able to read that quickly...

Personality Profiling

This is one of the easiest HR strategies to learn and implement, yet it is one that eludes most Small Businesses. 'Big Business' has been using Personality Profiling for decades – now you will learn one of the most prolific systems developed over the past 40 years – the Myers Briggs Type Indicator (MBTI) along with about a dozen additional Dr's Demographic Descriptors™ that AMPLIFY the power of this technique. It will forever shift your thinking about your business, your ROLE in the business and your TEAM.

Hiring For Success

Hiring the best people is a challenge, especially in a hot economy with more or less no unemployment. Personality Profiling is one key to not only finding, but retaining and maximising your human resource investments. Based on the book 'Do What You Are', we will create a role play exercise that will engage all participants to re-enact the real world situations we are all faced with.

Lunch Break

Voluntary Simplicity

Trying to be all things to all people is ludicrous, yet most people seek to win the 'Superman or Wonder Woman awards' year in, year out with disastrous consequences. Going beyond the simplistic view of this powerful concept, we will, through interaction, assess and analyse what you can STOP DOING that has little or no effect on your Pathways to Profits™. This exercise, less intense than the others will be the source of epiphanies for a handful of participants. It might be you if you often feel overwhelmed, stressed and working way too many hours.

Gap Management and Personal Productivity

This is one of my strategies that I developed early on in my career to catapult my effectiveness by orders of magnitude. When I left my first job (out of uni), I had to be replaced with not one, not two, but three people to produce what I was capable of doing in 50 to 60 hours/week. That is at least a 200% effectiveness ratio (40 hrs X 3 = 120 person-hours/week).

Simple in design, its application as a DISCIPLINE is not within reach of most. I will go into the finer details and distinctions of how you can adopt this in your business life NOW and start to create the habit and discipline to make it 'second nature' and automatic. Without the unconscious aspect, it is a chore, burden and hindrance that overwhelms even the most committed.

Team Dynamics

Using Personality Profiling to manage teams more effectively is a skill that is priceless for anyone that has employees to manage. How you direct and motivate them should be based on their cognitive and personality styles. More importantly, HOW they interact is even more important. Often, conflicts can be avoided and when they do erupt, they can be dissipated quickly and effortlessly IF you know the factors involved. This session will be a 3-person exercise, much like the mirroring exercise at UPW. Each person will have a chance to play each role.

Homework

MasterMind Your Business Building Blueprint™

This FULL-SIZE document encapsulates the Exponential Marketing Mindset in one single document. You will be given a DRAFT version that you can fill in as the exercises are being done. At the end of Day 3, you will submit your FINAL (second copy) version that we will photocopy and keep on file in our copy of your binder for future reference.

This Blueprint will become your MASTER PLAN for your business, along with additional supporting documents. You will be encouraged to MasterMind this process after-hours so that you can OPTIMISE your RESULT DURING the event. Remember that you only get LIMITED access to this level of people!

Day 3 | Monday | Technical Director

Internet 101: Internet Mastery Program Curriculum Overview

This overview is NOT a sales presentation, but a detailed synopsis of what the program will cover since ALL Business Mastery Platinum Members will want to leverage the Internet to some extent. Not all Business Mastery Members will be permitted to participate in the Internet Curriculum since the premise of the program is to generate RESULTS – not EDUCATE and INFORM for the sake of it.

Management by Metrics™

This is the first step in the transition from working 'IN' the business to working 'ON' the business. An exhaustive list of metrics, collected from the Platinum workshops will be handed out. This session will review the various metrics with the singular goal of getting you to select YOUR Metrics that YOU will use to Manage YOUR business to gauge your path to the RESULTS you want from the Platinum Program.

A special form, we call the Platinum Program Performance Profile will be handed out for self-assessment purposes. This new instrument will become the report card you and we will use to gauge your progress over the next 12 months.

Reverse Engineer Your Success

As Tony Robbins says “Success leaves clues”. You will be presented with a reverse engineering framework for your sales and marketing activities that will uncover what you are doing that works and what doesn't work so you can select the 'Next Best Step' by choosing the 'lowest hanging fruit' that has the MAXIMUM impact with the LEAST amount of effort, risk and cost. The real-life examples shown were used to produce repeated growth of 50+% growth year-on-year for 3 successive years, producing a prospecting funnel that was 30 times greater than the company's 26 year history had seen with 3 people outperforming 90 of their colleagues.

Lunch Break

Systemising Your Business

We've all heard that systemizing our businesses is the only way to unshackle ourselves from the 'Entrepreneurial Jail', yet how that can be done on a limited budget and resources is a challenge for small business. Exponential Group MindMapping and Operations Manual Creation strategies that can be done 'on-the-fly' will be introduced with a hands-on exercise where YOU will create at least ONE process diagram on your own or with MasterMind Group.

Internet 201: Questions and Answers Session

Questions will be collected on Day One of Advanced Business Mastery. The best questions will be addressed in the same style/format as was done for the Internet Session following the Bootcamp. The answers will be focused on immediate deployment and relevance to leveraging the Internet as an additional tool in your arsenal of Exponential Marketing Strategies – not as a show of technical wizardry.

Business Building Blueprint™

The completion of your Business Building Blueprint will be one of the crowning achievements of this event. We will reserve time for you to fine tune, adjust and update it with the day's learning and distinctions. This submission will be photocopied so that we have a record of it on file in YOUR binder.

Homework

MasterMind Your Next Best Steps™

This event will reveal SEVERAL sources of the Next Best Step™ you can start to take immediately in YOUR business. You will have an assessment questionnaire to submit that will keep you on track to Manage by Metrics.™

The first step in the process of exponential growth is always to determine the Next Best Step.™ In your case, you will have several to choose from. This exercise will give you the framework to cherry-pick the best one(s) systematically and repeatedly so you can create success over and over and over again.

Day 4 | Tuesday | CEO/Managing Director

Decision Making and Managing Change

Once you learn and adopt an Exponential and Peak Performance Mindset – the biggest challenge you will have is to affect change in others. This session, based on extensive Ph.D. research will focus on the conclusions that can be APPLIED by ANYONE in ANY BUSINESS to substantially improve the QUALITY and QUANTITY of decisions made as well as the success of their implementation.

This full-on presentation has never been delivered publicly. It is the most intense and intellectually demanding, enriching and illuminating presentation that I can give to entrepreneurs who really want to step up and break through from GOOD or EXCELLENT to a level of OUTSTANDING results. Expected to be beyond some participant's level of comprehension, this is proof that if you think you 'know it all' or that you're close to 'knowing it all' you're dead wrong. This is the in what you Don't Know you Don't Know quadrant. It's one of the catalysts that can catapult your OWN performance sky-high. It's a don't-blink-because-you're-going-to-miss-something-critically-important kind of presentation.

Financial Planning and Getting Your Business 'Investor Ready'

This summary session will set the stage for the Business Showcase event next year. In short, it's "How to get your business ready so that someone wants to buy it at a price and conditions that would be (more than) acceptable for you to sell it.

Easier said than done, there are a handful of MUSTS that need to be considered NOW. These will be highlighted in summary fashion to give all participants an idea of how to structure their affairs in anticipation of the inevitable.

A brief discussion of succession issues will be introduced.

Fear of Failure and Leadership: Why Smart Executives Fail

If you've ever sub-optimised your own outcome or seen someone else do it – there's an explanation, a reason and a way to avoid it. Based on Peak Performance strategies, this session will look at the dark side of Entrepreneurship. The reasons why MOST entrepreneurs can't scale their businesses and why so many fail or never get close to their ultimate goals or lifestyle.

This discussion will NOT be anecdotal, but based on extensive research that exists within the academic arena. It will be simplified and distilled to a pragmatic and practical level that can enable participants to read the signals that precede catastrophic outcomes.

Lunch Break

Financial Planning 101

Having control of and managing your business and personal finances is paramount for small business owners as many (most?) use their personal finances to fund their businesses. There are a myriad of Exponential Strategies for Sophisticated Investors that will be highlighted and explained in summary detail. Due to Financial Services Regulations there are constraints in the content that can be delivered. The goal of this session is to spotlight a few strategies that you might want to consider to optimise YOUR financial management.

Negotiation Skills 101

We will spend a full 3-hour workshop on this subject, but an introduction to the concept of exponential negotiation is paramount in your role as CEO/MD. You need to be able to negotiate with suppliers, employees and partners. This summary overview will reveal some key aspects of the negotiation process that will ensure that all your negotiations are concluded with win-win outcomes to forge long-term relationships.

Times, subject and content subject to change. The curriculum has been presented on a provisional basis only. If you have team members focused on a particular dimension or aspect of the business – the day's agenda/focus will NOT change.

- Day One is focused on Sales and Marketing
- Day Two has a Human Resource and Personal Development Perspective
- Day Three is entirely dedicated to systemisation and the technical components of the business
- Day Four has the Entrepreneur/Owner as the main actor. You may choose NOT to have junior staff attend this day.

Event times: 9:00 AM to 6:00 PM

Homework and MasterMind Group Assignments to be done after-hours – coordination is left up to the participants to arrange on their own. It is suggested that you plan this in advance to make the necessary restaurant reservations and get group members to commit in advance. We know that trying to get it done 'on the day' is not advisable and usually unsuccessful.