

52 Week Business Development Program Course Outline

Week	List of Strategy modules: © copyright Action International Trainers
1	Orientation- Goal setting. Plan a day, a week, a year, 5 years. Using smart goals
2	Setting up a 90 Day plan- (using our Proprietary template)
3	Prioritizing /Understanding Urgent vs Important. Time study
4	Business Flow Chart (Process vs Functions)
5	Sales flow chart analysis with conversion point analysis and optimization
6	Why and how to Celebrate Wins- Team building
7	DISC Profiling (all materials included) Understanding yourself and your team
8	VAK (all materials included) Learning styles- why one way does not work for all
9	Employee Morale survey and analysis (all materials included) What is important to employees?
10	Develop/ Enhance Database keeping track of your suspects/prospects/shoppers/customers
11	Customers Grading: A,B,C,D 80/20 rule- allocating time for important customers
12	Understanding your true margins- a financial analysis of existing offerings
13	Corporate structure- Org Chart- where do you fit in and how we want it to shift
14	Useful Team Meetings: 1) Team Mtg (monthly) 2) Weekly Task/ department 3) Daily Huddle 4) Weekly Mgmt. Mtg
15	Owner Time Log / Routine Using a default Diary
16	Staff Job Descriptions, KPIs. Positional contracts
17	List Critical Non Essentials (see Paddy Lund) surprising the customer
18	SOP training: Video Tape, Skill Based tasks in the business. Staff handbook. How to train a piece of paper
19	Market Research: 5 customers, 5 suppliers (ask for feedback) What frustrates them and what do they really want
20	Internet Marketing: SEO, SMM and PPC
21	Conversion rate for all the different products/services
22	Time Budget for tasks
23	Time saving strategies for Business owner
24	Time Billing: How you bill your time (analysis)
25	Test & Measure: Bullets before Canon Balls
26	Phone Techniques Incoming and out going

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27	5 ways- understanding your Lead Gen, Conversion rate, Average dollar Sale, Number of customer visits, Margins
28	Referral Strategies and other forms of marketing
29	Reward Strategies for employees and Strategic Alliances
30	Recruiting Systems and retention systems
31	List and review Current Business Systems
32	Sales Scripts
33	Check List Systems and QC (vs the cost of doing it twice)
34	Receivables: Prompt payment incentive and other cash flow strategies
35	News Letters and blogging
36	Understanding your accounting system
37	P&L Analysis (this exercise is done monthly)
38	Cash flow projections and strategies
39	80/20 Time Analysis
40	Hiring matrix score sheet (What do you really want?)
41	Sales: Closing techniques
42	Office: Files Organization Project management (PMBOK)
43	Debt Collection. Analysis of your aged receivables and how to get paid on time
44	Client Follow up: List steps/procedures
45	Monthly Financial Analysis and Balance sheet
46	Cost Cutting Strategies
47	Acquisition Costs or "Buying Customers"
48	Life Time Value of a customer
49	Performance Accountability Systems and quarterly reviews
50	Staff Contingency plan / Cross-Training

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Optional Units

- 51 **Developing a Value Stream Map**
- 52 **Implementing the principles of Kaizan**
- 53 **Eliminating waste in our processes**
- 54 **Using the principles of Six Sigma and Lean**
- 55 **Understanding total quality Management**
- 56 **How beliefs affect business growth**
- 57 **Leverage – what it is and how it can help you in business**
- 58 **How to coach your team**
- 59 **How to under-promise and over-deliver**
- 60 **The attributes of a good leader**

Program offered

All 50 core modules will be delivered. Student will be required to demonstrate competence in the discipline before moving to the next module. Time required for each module will depend on the student's prior training and aptitude. Focus will be on mastering the skills that will have the greatest impact on the business. Optional units will be offered if the student has capacity and desire to learn more than the standard curriculum

Included

Student may contact the trainer for help via email or phone and expect 1 Business day turn around

All forms and Study Materials

There are no additional costs outside the tuition

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- Not Included** GST is payable by student.
- Timeline** Students will have one on one instruction (up to 2 hours) twice a month for 50 weeks with homework submitted weekly. Each component will require about 1 hour of live instruction. As instruction is 1-1 we can be flexible with timing. Demonstration that the skill has been properly practiced in the business is the passing mark. Students normally spend 3-5 hours on each lesson and are expected to ask for help if they are stuck on an assignment
- Assessment** Student must demonstrate aptitude in each module by **completing at least one related activity** within the business. Student is expected to continue to **demonstrate the skill** acquired for the duration of the training program and will be graded on their level of competence for each module completed, every 90 days
Every 90 days Student and instructor review progress and ensure that previous modules are being practiced.

Participants must complete a course evaluation report and are presented with a certificate of completion
- Course Tuition** Full Program investment is \$15,000.00 plus GST. Partial programs and payment plans also available

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Course Outline

Based on the **DRIVE** model **Define Review Improve Verify Establish**

This course is designed to give a business owner or manager the tools needed to optimize, systemize and realize sustainable growth. There are a number of **Soft skills** such as personal goal setting, time management, organization and systemization, and working with a team.

Essential skills such as document use, oral communication, critical thinking, and the use of digital technology to manage themselves and their team are woven into the curriculum with Visual, Auditory and Kinesthetic tools.

Ultimately the student will learn **Management and Business skills** that increase job security and will lead to promotion and an increase in pay. The core of the training is to develop the skills of strategic planning, choosing, leading and motivating a team, using the company resources, both human and material in a coordinated and skillful manner. **Soft Skills** are delivered and mastered first to reduce or eliminate the chaos in the **Essential skills** and **Business** skills that follow. A full description of each module is available upon request. We have supplied the headers for the sake of brevity. Details would include nomenclature and definitions, why this skill is essential, what are the tools available, how this works in the current business, what are best practices, how does this skill impact the profitability of the business, what is the return on investment, how can it be systemized and implemented in the business.

We focus on the key skills that will help you earn more in your business.

Much of the content of this course is proprietary training material licensed by ActionCoach (a Global Training, consulting and coaching Firm).

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Other source materials - Some of the information in this course is based on over 400 publications most of which are available to the student. This is a partial list:

Author

Terry Anderson	Transforming Leadership
Jim Collins	Good to great, Built to Last, Great by choice
Marcus Buckingham	First Break all the Rules, Go put your Strengths to work and One thing you need to know
Ken Blanchard	The one minute Manager and Raving Fans
Brad Sugars	Buying Customers and The Business Coach
Tony Hsieh	Delivering Happiness
Malcom Gladwell	The Tipping Point
Michael Gerber	The E-myth revisited and E-Myth Mastery
Jason Jennings	Less is More
Patrick Lencioni	Death by Meeting Overcoming the Five dysfunctions of a team
Stephen R Covey	7 Habits of Highly Effective People and First things First
Paddi Lund	Building the Happiness Centered Business
Harold Kerzner PhD.	Project Management