

# 52 week Advanced Business Management training

Must have completed 52 week business training program.

## How to manage your Team

- Developing a clear, written disciplinary process
- Assess your team for effectiveness in working together
- Working with unhappy/unproductive employees to retain or replace them
- Team skill mapping. Skills matrix for cross training and vacations
- Train your team in Sales psychology
- How to coach your team using questions instead of commands
- Recruitment- scoring candidates consistently
- Understanding different recruiting methods- unusual ones Gorilla methods of recruiting
- Online reputation as a good place to work- improving your score?
- How to check references effectively. 3 questions to consistently ask
- Onboarding and setting your new hire up for success.
- Positional contracts VS job descriptions
- Key performance indicators that are motivating and monitored to assure success of workforce
- What millennials want- how to give it and how to check in to ensure it is working
- Creating an individual career plan (ICP) and reviews that are effective
- Working with employees to improve individual and company performance
- How to create and manage your executive team. When to hire them
- Cross training, skills monitoring and ratings
- Emotional intelligence for you and your team. Controlling your own feelings to help others
- Customer service what does the customer want? How to find out
- Dealing with unhappy customers.
- How to use questions when helping customers. Open vs closed Questions ..when to use each

## Company structure and Organizational Behavior

- Creating and implementing an annual and quarterly plan
- Daily planning for you and your team. 5 minute huddle
- Managing things right vs managing the right things. Setting and keeping priorities
- Company Core values in motivating employees
- Understanding your company personality profile
- Creating a clear set of "Rules of the Game". Establishing boundaries and goal posts
- Understanding the unwritten ground rules existing in your business now
- Why have a mission Statement? How to create a mission statement that is truly motivating
- How a Vision statement is different from a mission Statement
- Succession planning mindset even if you are not leaving anytime soon
- Change management and growth Thru Mergers and Acquisitions
- Present vs future Org chart- planning your new company setup

## Tech

- Choosing the right software
- Backups and Firewalls- Calculating the risk and cost of loss or breach
- Domains and Page authority for SEO
- Rich snippets, blogs and other relevant internet content.
- Understanding algorithms used in Search engines
- Choosing right hardware- Servers vs Computers vs Virtual servers
- Choosing the right software /Aps for tracking your employees time and productivity
- Choosing correct accounting software- choices and redundancy
- 3rd party endorsement- BBB. Using Yelp, Google + and Surveys

## Productivity

- What is the main thing? Establishing priorities that matter
- How to keep the main thing the main thing. Stretch goals and purposeful learning
- Using breaks to improve productivity
- Measuring the right things to improve real productivity
- Why top performers like to be measured
- Employee recognition strategies
- Teaching people how to think effectively so that they make better choices
- Implementing the practices that will drive sales increase

## Business tools and resources

- Insurance, Types of insurance- not paying for what you do not need. Risk/impact Matrix
- Using the Business development bank and EEC
- Insuring receivables to leverage borrowing
- 360 feedback to identify potential blind spots in your management style
- Finding a mentor
- Maintaining work life balance
- Taking advantage of grants IRAP SRED
- Choosing an accountant that can help you grow
- Your bank needs and how they change with growth. Credit unions vs top 5 banks
- Financial ratios that are important to lenders and how to calculate and meet them
- Using free online tools to track internet activity in your area of business.

## 62 modules

### Program offered

All 62 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

### 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

## 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).

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

[Brendon Burchard](#)

High Performance Habits

[Timothy Ferris](#)

Tools of the titans

[Jeffrey Gittomer](#)

Why people buy

[Terry Anderson](#)

Transforming Leadership

[Bruce Williams](#)

Lean For Dummies

[Michael Balle'](#)

The Lean Manager

[Anders Ericson](#)

Peak how to master anything

[Jim Collins](#)

Good to great

Built to Last

Great by choice

[Marcus Buckingham](#)

First Break all the Rules

Go put your Strengths to work

One thing you need to know

[Ken Blanchard](#)

The one minute Manager

Raving Fans

[Brad Sugars](#)

Buying Customers

The Business Coach

[Tony Hsieh](#)

Delivering Happiness

[Malcom Gladwell](#)

The Tipping Point

[Michael Gerber](#)

The E-myth revisited

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

First things First

[Paddi Lund](#)

Building the Happiness Centered Business