



HOW 2 WORKSHOPS

Workshop Outlines

Purpose:

All workshops are designed to provide knowledge, insight, ideas and even dispel some myths on key topics, which business owners are regularly challenged with. Sessions are highly interactive, so you will also benefit from peer to peer learning too. These events help ambitious business owners scale up to the next level.

Credentials:

Rob Goddard will facilitate all workshops. He has started and grown several multi-million business, both in the UK and overseas. He has transitioned from operator to investor in all of his businesses, a journey many owners struggle to make. He has shared his “trade secrets” to more than 6,000 SMEs over the past two decades. Rob will be joined on most workshops by an industry expert on a particular topic. This means that you will receive informed and up-to-date information, which you can then utilise within your own business.

Deliverables:

Every session will provide you with dozens of ideas and strategies to help you scale up your business. You will takeaway with you an action plan, so that you can start implementing your light bulb moment, the very next day. You will receive a copy of the slide deck and Rob’s latest books.

Key themes covered in the “How 2” series:

<input type="checkbox"/>	1. Close more deals	<i>what selling is/isn't; persuading people; managing a sales pipeline; objection handling; getting a decision.</i>
<input type="checkbox"/>	2. Increase your prices	<i>charging for value not time; avoiding a race to the bottom; double your prices without losing many clients.</i>
<input type="checkbox"/>	3. Raise investment funding	<i>what investors look for; what is a compelling proposition; options and sources of funding.</i>
<input type="checkbox"/>	4. Design an attractive exit plan	<i>when to think about an exit; considerations; when to exit.</i>
<input type="checkbox"/>	5. Generate new leads with a limited budget	<i>building a sales funnel; positioning; messaging; tactics.</i>
<input type="checkbox"/>	6. Social media to create new leads	<i>which platforms; content creation; creating sales from engagement.</i>
<input type="checkbox"/>	7. Value your business	<i>methodologies; price vs value; value drivers & value detractors; negotiating a better deal.</i>
<input type="checkbox"/>	8. Achieve your “magic” number	<i>creating your “magic” number; setting vision and goals; staying on course; options; timing.</i>
<input type="checkbox"/>	9. Interpret accounts	<i>essential financial records, what they mean, using them to grow your business; finding the right Accountant.</i>
<input type="checkbox"/>	10. Create a growth plan	<i>setting goals; strategy on a page; accountability.</i>
<input type="checkbox"/>	11. Live on the business, not in it	<i>transitioning from operator to investor, letting go; getting more time back in life.</i>
<input type="checkbox"/>	12. Avoid business burnout	<i>creating balance; handling stress, anxiety or depression; thrive not just survive life.</i>
<input type="checkbox"/>	13. Recruit “heros” not “zeros”	<i>selecting people who will add value to your company; spotting the tell-tale signs of high performers.</i>
<input type="checkbox"/>	14. Retain top talent	<i>keeping hold of high performers; pay and reward options; longer term motivation.</i>
<input type="checkbox"/>	15. Build high performing teams	<i>setting the environment and culture for people to excel; aligning teams; training.</i>
<input type="checkbox"/>	16. Create a positive culture	<i>establishing team norms; minimising negativity; creating a clear focus.</i>
<input type="checkbox"/>	17. Create systems and processes that work	<i>building structure without strangling initiative and invention.</i>
<input type="checkbox"/>	18. Communicate more effectively	<i>digital vs personal; ineffective communication; clarity.</i>
<input type="checkbox"/>	19. Buy a business	<i>where to find and choosing the right companies to purchase, valuing a business, negotiating a great deal; funding a deal.</i>
<input type="checkbox"/>	20. Expand internationally	<i>where, how and why; common pitfalls.</i>

Workshops will be held at EvolutionCBS offices, located:

Merlin House Brunel
Road Theale Berkshire,
UK RG7 4AB

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#1601 48 Burj Gate PO
Box 34938 Dubai, UAE

Workshops will be facilitated by: Rob Goddard, Founder & Chairman of EvolutionCBS, In association with Rob Goddard Ltd.