



Unlocking Potential | Creating Wealth | Delivering Freedom

# Rapid Growth Mentoring System



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## **Rapid Growth Mentoring System**

# **The FREEDOM Coaching & Mentoring Process**

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## What You Will Learn:

All businesses develop over time; it is a continual process, nothing stands still for very long. The development process is cyclic and in this chapter of your Program you will learn about the different stages a business goes through and where your business is in the development cycle.

## Why You Need to Learn This:

Understanding where you are right now in your business development cycle is a powerful means to drive you forward to your goal. To maximise the potential of your business, you need to consider where you started and have a clear view of where you are going. A fundamental understanding of where you are and where you want to be will make the journey more enjoyable and reduce the stresses of the challenges you will face.

## Results:

You will describe your business today and where you see it in five years time. This is your first coaching exercise to help you begin to think differently.

## How to Use This Workbook

Complete the workbook and, if necessary discuss it with your coach during your next session. If you have any queries, please email your coach directly or email [support@freedombusinesscoaching.com](mailto:support@freedombusinesscoaching.com).

The aim of the workbooks is to transfer business skills and knowledge while you are at home or in the office, maximizing the efficiency of time you are with your coaching mentor. The more you learn, the easier it becomes for your coaching mentor to help you and the more effective the Program will be for you.

This symbol indicates that there is a tool that will help you with the particular section you are working on.



Please ask your coach for the tool.

## Introduction

The story below acts as a great introduction to the FREEDOM Business Coaching Process; it gives you a perspective of what it is all about.

## The Five Phases of Owning an Elephant

### Phase 1

You buy a baby elephant. You are bigger than it is, can see a great future with it and foresee no problems. You don't have any skills in managing elephants – but you don't see this as a problem.

### Phase 2

The elephant soon grows much bigger than you. You are no longer strong enough to control it, and it takes over your whole life. It pulls you along, leaving destruction in its wake. It completely blocks your vision and you neither see nor know where you are going. You are dragged along by it, and think there is no way to ever bring it under control. It is ruining your and your family's quality of life.

### Phase 3

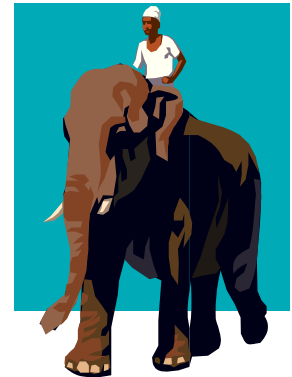
You are one of the rare people who decide to take advice on how to become a professional elephant handler or mahout. You realise that in order to control your elephant, you need to stop walking behind it ineffectively holding onto the reins as it pulls you along. You accept that you have to learn how to manage it to get the most out of it. To do this, you have to learn how to sit on top of your elephant, where you can see where you are going, but also, with just a gentle touch with your feet on its ears, steer it in the direction you want it to go. In a short time you will be running the elephant instead of it running you and ruining your life. As a result of accepting that you need help, and as a result of taking professional advice, it is soon fulfilling your original dreams.

### Phase 4

Once you have learned how to control your elephant, and it won't take long, you can then hire and train your own mahout to manage the elephant for you, while you ride in the canopied howdah, sitting back and enjoying the view.

### Phase 5

While you are enjoying the journey, you have time to think, and one day decide to buy another elephant, but this time with its own mahout, then another and another, before you know it you own many elephants. One day someone offers you a tidy sum for your herd of well managed elephants. You then go off and do all the things that you dreamed about. You may even try and do it all over again!



Which phase of the elephant story are you in at the moment? Circle the phase

Phase 1 – Start Up

Phase 2 - Struggle

Phase 3 - Realisation

Phase 4 - Growth

Phase 5 – Wealth realisation

## Business Wheel

Many people begin a business from a trade or occupation, with no formal business training and are quite good at operations and may not be so good at financial planning, marketing and sales. Complete the exercise below and see how you get on.

**Score the wheel in terms of your skills and competencies in each element.  
Score from 1 (low) to 10 (high)**

Operations	
Financial Planning	
Marketing and sales planning	



It is important to step back and think why you do the things the way you do and what is the purpose of your business. Working on and understanding the purpose is the hub that glues the other primary elements of operations, marketing and finance together.

## Going Business Class

Going business class is taking your business to a level where you run it and it doesn't run you. It's automated and is hitting the growth and cash targets you have set. The phases of business growth as we see them are described below:

**Start Up.** The majority of us start a business that is based on our trade, occupation or profession; some of us base it on a passion. Whichever route though, it is born out of a desire to achieve something out of the ordinary. Some start-up owners study business before they launch and others just dive straight in. The one thing they all have in common though is the very rapid learning curve they go through. The lucky ones stay in business and move into the next phase.



**Struggling & Stuck.** Does this sound familiar? The next phase for most start-ups is struggle and feeling stuck. We define this stage as having taken your business to your limiting ceiling; measured in turnover, this could be anything from £100k to, say, £5m depending on your business. Very few businesses actually break through this level to the next one; it is our aim to help you achieve this.

**Business Class** is where you really want to be. It is where your business is achieving the goals you set without you having to be right in there working in it to make sure it does. It is taking your business to the next level and is the hardest level to achieve. Those businesses that do achieve it do so because they have put in place a plan to get there. What surprises many people is that, with a good plan and proposition it can be achieved within a reasonably short period of time,

anywhere from one to three years might be considered acceptable for this. The FREEDOM Program is designed to help you take your business from struggle to Business Class.

So, what is the difference between **Stuck** and **Business Class**?

Businesses that are firmly in “*Stuck*” are usually there because of two key things they have failed to do effectively. So the difference is that Business Class businesses:

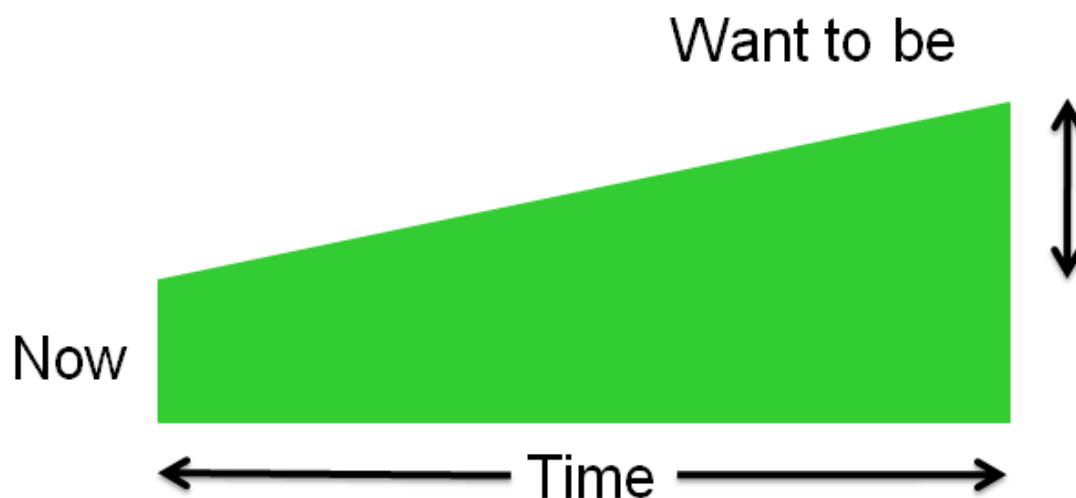
- Have well developed goals and objectives
- Build a team to deliver the objectives

We believe the final phase in business ownership to be **FREEDOM** and we define this as:

*“Using the wealth you create in your business for investment enabling you to live off the returns”.*

This is our ultimate objective for you.

To begin with, let’s look at where you are now and where you want to be at some future point in time.



To start your journey from Stuck to Business Class, or Business Class to FREEDOM, complete the boxes on the following pages:

Describe your business now in detail. Your current reality:

Location(s)

Number of employees

Products

Services

Markets

Customers

Culture

Now describe how you see your business in three to five years time.  
What are your future goals for the business?

Location

Number of employees

Products

Services

Markets

Customers

Culture



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Describe how you intend to do it.

Consider who may be best placed to help you achieve it.

**Frustrations** – Frustrations are caused because we are not achieving the results we desire. These be related to ourselves, members of our team or the workings of our business.

What are your greatest frustrations in business at the moment?

We have listed some subjects to consider

I have no Clarity or Direction

I know what I want but I don't know how to do it or get there

We need more leads

We are not converting enough of our leads

Our Operational capacity is limited

Our People aren't achieving the right level of productivity

Finance

Other

## The Rapid Growth Mentoring Programme

For a business to be a success it needs to run smoothly; it needs simple, well developed and maintained processes and systems. When analysed, all businesses comprise of a set of interconnected processes. The important thing to understand is that for these processes to have optimum effect they have to be aligned with the business Vision.

So, we start with Vision; where you are taking the business. This gives direction and clarity. We then move on to Strategy and Objectives. These are the driving forces to achieve the Vision; they set the path and determine the route, answering the what, why and how the Vision will be achieved and enabling you to create a focussed Business Strategy and simple Business Plan (after all, why complicate something that need not be complicated?)

The aim of your Business Strategy and Business Plan is to drive the processes of generating leads, (marketing) converting them into customers (sales) and delivering the products and services sold (operations) such that you delight your customers by delivering them as promised and thereby getting paid (Finance).

It is important that the end result is measured against the Vision as a check and balance mechanism to determine if the overall process is actually achieving the business objectives. If it does, well done, if it doesn't you need to review and improve until it does. This is the process of Business.



### Leadership

- o Introduction
- o Personal Goals
- o Personal Purpose
- o Business Purpose
- o Entrepreneurial Mindset
- o Personal Effectiveness
- o Prioritisation

### Sales

- o Customer mindset
- o The ultimate sales plan
- o The Sales pitch and presentation

### Planning

- o **Business Audit**
- o Focus & Clarity
- o Breakthrough
- o Setting Objectives
- o Objective Achievement
- o SWOT Analysis
- o Core Story
- o The Elevator Pitch

### Process Systemisation

- o Introduction
- o Problem solving
- o Systems development
- o Systems organization
- o Production strategy for products
- o Production strategy for services

### Strategic Marketing

- o Introduction
- o Demographics & Geographic's
- o Psychographics
- o Positioning & Differentiation
- o Connecting – Look & Feel
- o Putting the pieces together

### Winning Teams

- o Leadership
- o Team Building
- o Behaviour
- o Recruitment of good people
- o Training
- o Supervision

### Marketing Communication

- o Internal & External Audit
- o Customer Pain
- o Key Phrases
- o Benefits
- o Writing copy
- o Marketing Foundation Blocks
- o The Gold Mine
- o Simple marketing plan

### Finance

- o Overview
- o Simple financial plan
- o Financial systems
- o Profit
- o Cash

The above diagram shows the programme and Workbook titles, each designed specifically to help you achieve mastery in the functions of the business process.

Each title in every section is a separate Chapter and self-contained Workbook. A group of Chapters comprise a Module and we mail these to you monthly in batches of four to six or we can send complete Modules, whichever you prefer.

The Workbooks are designed to be completed individually and the insights gained make discussion points for your Coach; however some of the material is pretty deep and your Coach is always there to help and guide you through it. The insights and coaching are designed to stimulate new ways of thinking and enable you to look at things differently, or in more depth. Whichever is your own experience, the role of your Coach is to help you implement what you learn in your business.

Having used this system successfully with many clients, across a range of business types, there is a common issue most businesses face and that is frustration!

Frustration is the emotion associated with a lack of progress and is caused by the process of business failing to meet the desired outcomes. The good news is that, with our business experience, we have the answer to most causes of frustration.

Our mission is to help you identify your greatest frustrations, and create systems so they become automated. The more frustrations we find and fix, the easier your business will be to run.

Our Mission is to help you unlock potential, create wealth and deliver FREEDOM.

Whatever FREEDOM means to you



## Things to Do

1. Visit our website and download the **Business Audit** from the resource page. This is the workbook marked **red in the chart above**. Complete it and learn how much you know about the subjects above. Understanding this will give you the best understanding of where you are on your journey to Business Class and may give you some ideas of what you need to learn first.
2. Go to your Dashboard on the website and sign up for your FREE 30 day trial. You will receive four 15 minute coaching calls to help you get started. This is great value and we know it works.
3. Sign up to experience FREEDOM. This is 3 one-hour coaching calls that will improve your time effectiveness, adding real value to your business and providing you with time to create process and systems to develop your business.

[www.freedombusinesscoaching.com](http://www.freedombusinesscoaching.com)

## Programme Options

Coaching & Mentoring | Teaching | Implementing | Challenging | Supporting | Sharing

Programme Name	What's included	Your Investment
Dashboard	Done for you business planning, growth and sales pipeline system. FREE 30 day trial, try it first.	£23.00 per month
Experience Freedom	3 one hour coaching and mentoring taster sessions. Learn what it's all about and what it can do for you.	£36.00 One off
Rapid growth mentoring System	The unique freedom, step by step, mentoring system. Eight modules covering, Leadership, Planning, Strategic Marketing, Process & Systems, Winning Teams, Finance, Marketing Communication, and Sales	From £175.00 per month