

**THINK
LEARN
GROW
&
KICK
ARSE**



growthwise™

**PLATERS
PROGRAM**



Introduction

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To apply for your spot: [L Platers Invite](#)





Why be an L Plater

Why the crazy idea of running L Platers sessions?

In a nutshell you can literally jump on the computer, fill in a form and you are suddenly in business. Imagine if you could do that to be a doctor? Now that sounds crazy right? Well I'm here to challenge that. Being in business is hard. That is if you are actually in business and don't just have yourself a job with extra headaches.

When you learn to drive you have someone guide you. You have a certain numbers of hours to do etc. Then you can only go at certain speeds with a certain number of passengers in the car. Why? To ensure you know the rules and have practice with guidance.

I want you to think about that as an analogy of being in business.

So the aim of the L Platers program is to give you the knowledge the big boys have in business without the price tag; To give you the tools and support to help you...

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So what are the benefits?

- Increased knowledge on how to propel your business forward
- Higher profits
- Less headaches in your business
- Clarity around the WHY you are in business
- Clear targets to work towards
- Increased accountability – to help you keep on track





Program Delivery Format

Monthly Sessions

- 12 Topics = 12 sessions (1 x per month)
- Held in the Growthwise office
- Each session covers one specific topic
- Sessions run for 2 hours
- Action items to be done at the completion of each topic
- Recap of issues from previous topics each session
- Very interactive – aimed to work on YOUR business
- Groups limited to 10 businesses
- Opportunity to network with other business owners

Post Implementation

- Assistance post session with implementation
- ACCOUNTABILITY... ensuring you get the results you want

L Platers Forum

- Access to an online forum specifically for L Platers
- Download material presented in sessions
- Ask questions of both fellow students & Growthwise
- Share experiences
- Answer questions





Timetable

Note all classes are held on the last Wednesday of the month with the exception of Anzac Day in April (Session to be held Tuesday) & the December session which will be held when suits the group

All sessions start at 5.15pm

Month	Module	Topic	Date
February 2012	Module 1	What's Business all about	Wednesday 29 th February 2012
March 2012	Module 2	Numbers – What's the importance #1	Wednesday 28 th March 2012
April 2012	Module 3	Numbers – What's the importance #2	*Tuesday 24 th April 2012
May 2012	Module 4	Numbers – What's the importance #3	Wednesday 30 th May 2012
June 2012	Module 5	Sales	Wednesday 27 th June 2012
July 2012	Module 6	Me – My Management Styles etc	Wednesday 25 th July 2012
August 2012	Module 7	Business Planning	Wednesday 29 th August 2012
September 2012	Module 8	Systems	Wednesday 26 th September 2012
October 2012	Module 9	Innovation	Wednesday 31 st October 2012
November 2012	Module 10	Employees	Wednesday 28 th November 2012
December 2012	Module 11	Risk Management / Succession Planning	TBA
January 2013	Module 12	My next 12 months	Wednesday 30 th January 2013

Note – Places are limited to 10 businesses per group





Course Outline

Module One – What’s business all about?

- Learn the difference between running a business & having a job
- Start thinking about what it is you want out of your business
- Have a look at what sections your business needs to be broken up into
- Complete the *how does your business stack up* questionnaire

Module Two – Numbers – What’s the Importance Part 1

- Learn why numbers are the single most important thing in any business
- Understand the basics of your numbers
- Learn why your profit does not equal what’s in your Bank Account
- Understand why profit is so important
- Plan for survival
- Work on 3 ways to improve your profit today
- Learn about numbers systems that are designed to help you along the way

Module Three – Numbers – What’s the Importance Part 2

- Understand what the financial health of your business looks like & why it’s important
- Set some goals around your business numbers
- Understand CASH flow in your business
- Plan for your desired profit level
- Work on 3 ways to improve your cashflow today

Module Four – Numbers – What’s the Importance Part 3

- Look at your cashflow needs for the next 12 months
- Plan for business growth
- Work on a strategy for your long term numbers targets





Module Five – Sales

- Learn why sales are so important for your business
- Learn how to target
- Understand who your ideal customer is
- Review your current sales strategies & determine what working
- Learn where you need to spend your time

Module Six – Me, My Management Styles etc

- Learn your instinctive behaviours
- Learn about your management style
- Learn about how you deal with customers & suppliers
- Learn your strengths
- Learn where to spend your energy
- Eliminate stress

Module Seven – Business Planning

- Learn how to plan for your businesses future
- Learn how to set action steps to you to achieve your long term aims
- Learn how to ACTION
- Set yourself a business plan that won't be filed in the bin

Module Eight – Systems

- Learn the most important thing if you ever want to have a holiday
- Learn how your business operates
- Learn how to streamline your business processes for my time and more money
- Learn about systems that are designed to help you along the way





Module Nine – Innovation

- Learn why innovation is all about Improvement
- Review your Industry
- Work on how you will innovate in your business

Module Ten – Employees

- Learn about how your employees instinctively behave
- Learn how to get the best out of your employees
- Learn how to delegate effectively

Module Eleven – Risk Management / Succession

- Learn why understanding your risks are important in business
- Plan for what will happen if you were not able to work
- Learn why understanding your options are important

Module Twelve – My next 12 months

- Set targets for the next 12 months
- Put into a plan everything we have covered in Module 1-11





Who Should Attend?

The L Platers program has been designed with new businesses in mind... Especially those with less than 5 years trading under their belt.

It's designed to teach you the fundamentals of growing a successful business... if that's not something you want to do then L Platers is not for you.

It's very practical, you will work on YOUR business in each session. You will set yourself targets and be accountable for your progress towards those targets.

It's designed for business owners willing to commit to working on their business for the next 12 months. It's not designed for standalone workshops but a program to give you the fundamentals.

You will only get out of the program what you put in... if you are not willing to put effort in then L Platers is not for you.





How to Apply / Cost?

We keep the Groups to a maximum of 10 businesses - so to secure your place you need to follow the process below:

1. Go to <http://growthwiselplatersfeb12.eventbrite.com>
2. Click register and complete your details

Once you have registered you will receive a confirmation notice.

This secures your place in the Program.

You will receive a reminder email 2 days before each session.

Cost

The Program costs \$110 per month including GST (\$1,320 for the entire 12 sessions)

An invoice will then be sent at the start of each month for the \$110.

We look forward to helping you...

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