

GETTING YOUR BUSINESS FLYING IS HARD WORK

ARE YOU WORKING ON THE RIGHT STUFF?

Development Programme for Early Stage Businesses

JUMP START = 1 Weekend + Follow Strategy Review + Mentoring

Here is a full business management make over for start-ups or SME's looking to make radical change or get going...

Activate is a high impact programme ideal for SME business owners who are either starting a new business, want to improve the performance of an existing business or gain investment.

After working with 1000's of start-up's and high growth ventures we have condensed all our learning into a high impact programme, no case studies- just pragmatic tools and techniques applied immediately to you and your business venture.

We begin Activate with **Stage 1: JUMPSTART** an **intensive live-in weekend** (Friday night 7pm – Sunday 5pm) focused 100% on your business away from distractions.

This weekend workshop will arm you with tools and tips that you will begin applying over the weekend. Included in the course fee are: accommodation and food costs for the weekend, a follow up dedicated strategy session 1 month after the weekend and 3 mentoring sessions.

Jump Start is about making smart use of your time and money. **Our goal is to give you the clarity in what to do and not do in growing your business.** Your investment in attending the programme will be rewarded multiple times over, giving you:

- Knowledge to avoid wasting money and time
- Pragmatic tools and techniques
- Clarity and confidence in growing your business
- A clear business plan and decision making process
- Rapid decision making frame work – Go or No Go
- Tips on gaining investment
- How to select and maximise value from advisors



What they say about GMC Workshops...

"It's a harsh reality check that's brutal, but uplifting and utterly necessary. Mark runs you through it with passion and insight. Highly recommended."
Ollie Langridge – Netfilms Ltd

"This will make me get out of my comfort zone and put my "dream" into action"– CEO Traverse Developments

"Mark is one of the best business trainers I have come across, his pragmatic approach and passionate style gets results – our readers love him. They go away inspired and armed with new ways to improve their business"

Julie Gill – GM Business Media Fairfax, Unlimited Magazine

Training Investment Fees (excl GST)

Activate Jump Start Weekend + Follow up Strategy Session + Mentoring: \$3000 Discounted to \$1750 with NZTE voucher, additional people from same company \$1000 Includes: accommodation & food as well as follow up strategy session and mentoring.

All GMC Workshops have qualified for the **NZTE Capability Development Voucher Scheme**. We will verify your voucher with the Issuing Regional Partner before confirming your place on the course

Find the next dates and Register at www.growthmanagement.co.nz/activate.html

Contact mark@GrowthManagement.co.nz for more information
www.growthmanagement.co.nz



Jump Start Your Business Today

Pragmatic tools and techniques ready to go



Growth Management Consulting LTD

PROGRAMME:

A copy of the programme can be downloaded from our [web site](#), but here is a taste....

Power Pitching

Transformational results in company elevator pitches

"The majority of companies fail in the basic task of explaining what they do". It takes practice and time to master this talent in an effective way. Getting your "story" or pitch right, is not only the secret to gaining access to customers but it will also open the gateway to attracting talented staff and investors. - This session gets rave reviews and is built on the experience gained in coaching 1000+ companies pitching for investment.



Business Planning – Modelling - Entrepreneurs Guide to NO

A guide to clarity and accelerated decision making

For great businesses it's not a case of what to do, it's more a case of what not to do. Business planning does not need to be a chore, or be about writing novels that sit on shelves and never get used. This workshop will give you techniques to create short and concise business plans that get results. Topics covered include:

- Analysing your value proposition and business model
- Use of diagrams and pictures – vs. novels to communicate plans
- One page business plan & business model
- Different types of business plans and models
- Creating performance cultures
- Use of BIVISION business analysis tool



During the day you will begin to implement the techniques covered on your business

Essential Guide to Capital

Guide To Raising Capital And Creating High Growth Ventures

What you need to know about seeking and securing external investment. At the very least you need to be able to justify to yourself or your partner that your venture is a good investment.



- What do investors look for in your business?
- Structuring your business – equity shares etc
- Calculating a valuation for your business
- The process of closing the deal and what the common terms are
- How are deals structured?
- What help is out there to help you become investment ready
- Update on the investor market in NZ

Governance for SME's – Establishing and Maximising Value From Advisory Boards

A Guide To Creating And Leveraging The Power Of Boards

Governance is often talked about but seldom put in place for SMEs. This session will look at what is involved in getting your first governance structure set up and adding value to your company. Topics covered include:

- Selecting external advisors – board members
- Maximising the value from an external advisory group
- Companies act obligations
- Remunerating external advisors



Too many people have been put off by bad governance experiences, or dread board meetings. Learn how to make your board the highest performing team in your business.

Contact mark@GrowthManagement.co.nz for more information
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Activate

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Time poor and want to improve your business performance?

If you want to cut to the chase and implement some new techniques that will improve your business performance, then you will get a huge benefit from investing in this programme. The GMC training approach is one of pragmatism, useful tips and giving business owners the tools to get on with growing businesses.

Hear from facilitators that have hands on experience in growing businesses, no long case studies or theories– just tools and tips that you can begin implementing in your business.

Presenter: Mark Robotham: www.growthmanagement.co.nz



Mark Robotham has built a reputation as an inspirational public speaker – facilitator, sharing his pragmatic approach to leading businesses to success.

After a successful career in high growth technology companies, he has spent the past 6 years inspiring and guiding NZ's emerging businesses as well as helping them raise capital.

His services include: business planning, advisory boards, pitch coaching, facilitating, public speaking and business training. Originally trained as an electronics design engineer, he spent the later part of his corporate career in international marketing working both in NZ and in Silicon Valley.

Mark's blog: www.succinct.co.nz



Growth Management Consulting (GMC) accelerates the growth and failure of NZ companies by removing clutter and simplifying business growth. GMC helps companies with pitch development-delivery, business planning and advisory services. The founder Mark Robotham is a professional speaker-facilitator whose native tongue is pragmatism, pace and execution.

Web: www.growthmanagement.co.nz Blog: www.succinct.co.nz

Twitter: [@mrobotham](https://twitter.com/mrobotham)

Full Activate Programme:

Jumpstart is the first stage in the Full Activate Programme. The complete programme includes: Market Research to help you validate your market and an additional workshop series. These components of the programme are additional cost and can be purchased post attending stage 1: Jump Start.

Register - Calendar

Register: www.growthmanagement.co.nz or email mark@growthmanagement.co.nz

Calendar: www.growthmanagement.co.nz/activate.html

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