

No Bullshit - Business Training Workshop Series

Pragmatic tools and techniques ready to go



Growth Management Consulting LTD

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 the Growth Management Consulting (GMC) business workshop 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.

GETTING YOUR BUSINESS FLYING IS HARD WORK. ARE YOU WORKING ON THE RIGHT STUFF?

Activate: Development Programme for Early Stage Businesses

(1 Weekend + Strategy Review+ 3 workshops)

Full Business Management make over for start-ups or SME's looking to make radical change

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.

Jump start your business today, one step at a time - 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.

Activate Stage 1 is an intensive live-in weekend focused 100% on your business away from distractions. The weekend course will arm you with tools and tips that you will begin applying over the weekend. Included in the course fee is: accommodation and food costs for the weekend, as well as 1 a follow up dedicated strategy session 1 month after the weekend and 3 follow up mentoring sessions.

Activate Stage 2 is a 3 workshop series run in the evenings drilling into the next level of detail on: Sales, Brand, Legal, Accounting and Finance. <http://www.growthmanagement.co.nz/activate.html>



Power Pitching Master Class (1 Day)

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 is a high impact intensive session, with rave reviews, is built on the experience in coaching 1000+ companies pitching for investment. Guaranteed good time!

No preparation is required – it's our job to suck out of your brain an inspirational pitch.



Typical feedback on a GMC workshop:

"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

No Bullshit - Business Training Workshop Series

Pragmatic tools and techniques ready to go



Growth Management Consulting LTD

Business Planning – Entrepreneurs Guide to NO (1 Day)

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
- 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 (1/2 Day)

Guide to Raising Capital and creating high growth ventures

This workshop is designed for business owners who want to know more about seeking and securing external investment.



- What do investors look for in your business?
- 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 Boards (1/2 Day)

Guide to creating and leveraging power Boards



Governance is often talked about but seldom put in place for SMEs. This half day workshop 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.

Business Networking - Not Card swapping (2 hrs.)

Tips and techniques to create effective networks

this quick fire workshop will give you some great tips and techniques to improve your networking ability. Topics covered will include:

- Creating a networking plan and purpose
- Networking etiquette – including gracefully joining and exiting a group
- Elevator pitches
- How to maximise networking opportunities – conferences, trade shows, dinners etc.
- Use of social media to develop your network

No Bullshit - Business Training Workshop Series

Pragmatic tools and techniques ready to go



Growth Management Consulting LTD

Presenters: 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 5 years inspiring and guiding NZ's emerging businesses. His services include: advisory boards, pitch coaching, facilitating strategy days, 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. His last 3 year major contract was running the NZTE Investment ready service: preparing companies for and gaining early stage capital investment.



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

Dr Claire McGowan – www.comma.co.nz



Dr Claire McGowan has a PhD in Molecular Microbiology, MBA with international experience. Claire has been involved in New Zealand Government and biotechnology industry national strategy development. She has experience in the NZ venture capital and investment banking industries and is passionate about working with entrepreneurs and their business opportunities, particularly in the biosciences sector. She also sits on the GNS board. Claire's independent consultancy practice is COMMA www.comma.co.nz

Training Investment Fees (excl GST)

Activate Weekend: \$3000 Discounted to \$1750 with NZTE voucher, additional people from same company \$700
Includes: accommodation & food as well as follow up strategy session and mentoring
\$500 Market Scan Report

Activate Stage 2: \$1000 per company – 3 follow up evening workshops

Full day workshops: \$700 Discounted to \$350 with NZTE voucher, additional people from same company \$300 each

Half day workshops: \$600 Discounted to \$250 with NZTE Voucher, additional people from same company \$300 each

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

Special In house rates- please enquire direct 021 61 8850

Register: online at www.growthmanagement.co.nz or contact mark@growthmanagement.co.nz

Calendar: **Enter our registration system to find when the next workshop is on in your area, or drop us an email**

Register: Please register online at www.growthmanagement.co.nz or contact mark@growthmanagement.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)