Scale Up - Assessing your Business – Module 1
10 hrs (up to 2-15 participants)

Training Description:

This course will provide participants with the knowledge and resources to achieve their growth objectives. Through real-life studies, group exercises and practical assignments trainees will learn to evaluate their existing business model, devise a growth strategy and effectively scale their operations. Content includes: Introduction to the significance of a business strategy; Defining unique selling points and core values; Development of ideal client personas; Establishing one, three and five-year strategic visions; Evaluation of current business models and identifying areas of improvement; Comprehension of client needs and expectations and assessing client satisfaction. The ideal audience for this course is C-Suite Executives and Management, and is delivered virtually.

Training Objective:

To provide trainees with the knowledge and resources needed to assess their current business model, develop a growth strategy, and successfully scale their business, while gaining clarity on their unique selling point, target audience, and the steps required to accomplish their expansion goals.

Skill Attainment:

Upon completion of this training, participants will have a comprehensive understanding of their unique selling point, target audience, and the steps necessary to achieve their growth objectives. Participants will engage in case studies, group workbook exercises, and practical assignments, along with coaching sessions to address their unique challenges and receive personalized guidance.

Training Content:
• Introduction to the significance of business strategy
• Identification of unique selling points and definition of core values
• Development of ideal client personas
• Establishment of a 1-year, 3-year, and 5-year strategic vision
• Evaluation of current business models and identification of areas for improvement
• Assessment of client satisfaction and comprehension of their needs and expectations
• Analysis of the competitive landscape, including competitor strengths, weaknesses, and market positioning