

TRANSFORM YOUR BUSINESS

Unlock your business potential
with a 12 week programme for
growth-minded entrepreneurs.



 **16** FOUNDERS

 **12** WEEKS

 **1** GOAL



12x 2 HOUR

LIVE INTERACTIVE
WEEKLY WORKSHOPS

You love what you do, but you aren't confident about running every part of your business.

- You know where you want your business to go but don't know what steps to take to get there.
- You're uncomfortable with cashflows, P&Ls, balance sheets and general finances.
- You need to grow your capacity but don't know where to start.
- You spend too much time "in" your business to spend important time working "on" your business.

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I'm passionate about teaching entrepreneurs who love what they do and want their businesses to reach their full potential.

Alan



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I'll help you unlock your business's potential with my proprietary "Four Pillars of Business" system:

1. THE FUTURE



Clarify your business's vision, direction and positioning.

2. MONEY



Better understand the meaning of money, financial management and funding sources.

3. PEOPLE



Learn how to run your business, not be run by it, and lead your team to growth.

4. DAY-TO-DAY



Master "The Engine Room" of your business to boost sales and create efficiency.

Running a business requires different skills; we'll build these together.



You'll get:

TOOLS

Tools that make running your business simple.

MINDSET

The mindset required to lead for growth.

IDEAS

Ideas you can implement immediately.

MENTORSHIP

Mentoring from Alan, with 40+ years of business experience.

COMMUNITY

A community of likeminded people.



Tim Freed

CEO, Book That In

“ I'm glad I took part in the Business of Business Learning & Development Programme. It was full of excellent content, and I would recommend it. I feel like it was value for money - when you think about the investment in your own business, you don't have to use many of Alan's techniques and suggestions to recoup your investment, and I'm confident our business is going to grow as a result. Focusing on the future was a key learning for us; I recognised how right Alan was about it being the foundation of everything. The review sessions were really valuable, and the cohort was full of interesting and intelligent individuals, each coming from very different businesses, which gave us a lot to learn from each other. The Programme gives you clarity on where you are, where you want to be, and how to get there. ”



THE BUSINESS OF BUSINESS

16 FOUNDERS.

12 WEEKS.

1 GOAL.

The Programme in brief:

- Covers every aspect of business
- Interactive workshops, not a training course
- 12 live sessions
- Likeminded community
- Lifetime access
- Regular price £7950 + VAT
- Second cohort price £3600 + VAT
- Pay in full or 3 x payments of £1200 + VAT
- Early Bird price (enrol before 31 July 2021) £3060 + VAT

What you can expect from this Programme:

- Increase your platform of **knowledge and skills** for growing your business.
- Improve your **confidence** as a business owner.
- Clarify your business's **direction**.
- Identify why each area of **business is important**.
- Begin to see your business in a **new light**.
- Positively **alter your perspective** of what it means to run and build a business.

In addition to the 12 weekly workshops, you will also benefit from:

- **Freshers' session** – to get to know each other before the work starts.
- **Graduation session** – you'll receive your digital Certificate of Completion, which can be shared on social media.
- Lifelong access to the **online materials** (on-demand videos, tools, templates, other resources).
- Lifelong access to the private **online community** for networking and sharing with peers.

Dr Rachel Morris

Founder, Wild Monday



“ I would definitely recommend The Business of Business Learning & Development Programme to other entrepreneurs. The workshops with Alan were really valuable and I'm incredibly grateful for access to his knowledge. He creates a lovely atmosphere and is very nurturing and helpful. What I also like about him is that he's straight talking with his advice and tells it like it is, which is refreshing. Alan gave us fundamental knowledge about how to actually run a business, with a lot of concrete information I will be able to put into practice. It's helped me to focus more and to delegate more. I think it's going to be really beneficial because it's made me constantly challenge myself and question my actions. ”



ABOUT ALAN

“I’m really looking forward to working with the second cohort of entrepreneurs who join this new Programme!”

Alan in Numbers



FIVE companies founded, scaled and sold that have generated over £200m worth of sales, which are still trading at over £20m sales per year.

Over **FIVE million** pounds raised in investment capital.

TWO Queen’s Awards for Export and **ONE** Queen’s Award for Innovation for companies he led.

40+ years of business experience.

HUNDREDS of entrepreneurs successfully supported.

Sarah Forrer

Founder, Sarah-Linda Forrer

“ The Business of Business Programme was amazing and the content was great. I thought the order of the modules worked well, and I liked how the Q&As broadened out into useful discussions. The Programme gave me the confidence to understand what my business is, how to structure it and how to be more goal-driven. To know that you need to start with the DNA and the Vision and go from there. I learned a lot about the basics of running a business, and it was useful to see that everyone involved with your business is part of your team. ”



Joining the Programme

If you are interested in joining the Programme, please contact us and we'll talk it through with you.

Each Programme is limited to 16 participants.

For participants in the second cohort of The Business of Business Programme and Community, there is a special rate.

Programme dates for 2021

The second Programme will start on 14 September and ends on 16 December 2021.

At the end of the Programme, you will have all the tools and techniques you need to achieve your goals with love, excitement, and passion. If you want to get a flavour of Alan's style and approach come to one of his free to attend, nothing to buy webinars. Check out his upcoming webinars, or watch one of Alan's previous webinars here: www.alanwick.com/webinars



Alan Wick LOVE BUSINESS

Programme dates for second cohort

| Pillar 1: The Future | | | Pillar 2: Money | | |
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| Module 1 21-Sep Goals | Module 2 28-Sep Innovation | Module 3 5-Oct Positioning & Channels | Module 1 12-Oct The Meaning of Money | Module 2 19-Oct Financial Management | Module 3 2-Nov Sources of Funding |
| Freshers' session 14-Sep | | | Community | | |
| Pillar 3: People | | | Pillar 4: Day-to-Day | | |
| Module 1 9-Nov Business DNA | Module 2 16-Nov Love in Business | Module 3 23-Nov Practicalities of Leading People | Module 1 30-Nov Marketing & Selling | Module 2 7-Dec The "Engine Room" | Module 3 14-Dec Infrastructure (Back Office) |
| Community | | | Graduation 16-Dec | | |

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