The Business of Business™ Accelerator Programme

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The Business of Business™ Accelerator Programme

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Purpose of the document

The purpose of this document is to provide details about The Business of Business™ Accelerator Programme.

The document provides

- an overview of the Programme
- insight into the Programme offering — its composition, approach, etc.

Proposition

What is 'The Business of Business™ Accelerator Programme'?

The Business of Business™ (BofB) Programme is a training course delivered live on Zoom, supported by online resources, over 90 days. It enables entrepreneurs who love what they do, but don't necessarily feel confident about every aspect of running a business, to acquire vital foundational level business and commercial knowledge and skills, and learn how to apply them within their business, so that they are far more likely to achieve their goals and aspirations. Additionally, through an online community, they can continue to share their learnings with each other as they engage in discussions with their peers and colleagues.

The Programme is delivered by Alan Wick and is based on his knowledge and expertise of founding, scaling up and selling five companies that have generated over £200m worth of sales. These companies are still trading at over £20m sales annually.

Target market

Growth-minded entrepreneurs who love what they do, but don't necessarily feel confident about every aspect of running their business. Their businesses are likely to have less than 50 people and / or less than £1m turnover.

A secondary target market is Senior Management Teams of larger SMEs who wish to increase their capabilities, for example to prepare to join the Board of their company and / or participate in a succession plan.

This programme is not for everyone. It requires commitment and hard work.

It is essential that participants:

- have a genuine desire to improve their capabilities as entrepreneurs and leaders in business.
- are eager to move forward.
- are ready, willing, and able to work hard and commit to the Programme.
- are prepared to push themselves to make a positive difference to their business and ultimately all their stakeholders

If these are in place, then the Programme will transform participants' perspective of what it means to run a business and make an impact in the world.

Overview – The Business of Business™ Accelerator Programme

The Programme is comprised of two elements:

1. Pre-product
2. Core product

Pre-Product

The pre-product is the RealityCheck® Indicator (RealityCheck® is a registered trademark of Alan Wick Associates). The Indicator is an automated online tool.

A first draft can be found here: https://alanwick.scoreapp.com.

The purpose of the RealityCheck® Indicator is to provide entrepreneurs with insight into their business's strengths and capabilities. It highlights key areas that need to be focussed on immediately, after which they can prioritise other areas as they plan for the future.

Core Product

The Business of Business™ Accelerator Programme is a suite of 12 x 2-hour interactive live workshops, split into four 'Pillars':

1. The Future
2. Money
3. People
4. Day-to-Day

Each live 2-hour workshop is divided into two parts: (1) interactive teaching and (2) application. The process for each workshop is therefore:

1. Learn
2. Apply

The topics covered within the four pillars are the 12 most important topics for building and running a successful business as an entrepreneur. The series of topics are delivered in a specific sequence.

The workshops encourage participants to apply their new knowledge and skills to their business and complete assignment(s) relating to each week's topic.

All workshops are recorded and made available on The Business of Business™ online platform (using the Kajabi platform) for participants to access them on demand via their personal login.

In addition to the on-demand recordings, other support resources will also be provided, including, and not limited to:

- Relevant resources and templates for each topic.
- Quizzes and/or assessments.
- A private online community for sharing, networking, and engaging in ongoing learning.

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The Programme is limited to 16 attendees to ensure that everyone attending receives a degree of individual attention. In addition to participating in the workshops, participants will be required to complete assignments between the workshop sessions. Therefore, they need to be certain that they have the capacity to engage in these activities while also running their businesses. These activities may take up to one hour between the workshops.

Programme Outcomes

These are the key outcomes participants achieve:

- Increased platform of knowledge and skills for growing their business.
- Increased confidence as a business owner.
- Confirmation and clarification of their business's direction.
- Establish why each area of business is important and what it is for.
- Seeing their business in a new light, and positively altering their perspective of what it means to run and build a business.
- Increased revenues and profits within a year.

These are some of the comments from Graduates:

- "The Programme gives you clarity on where you are, where you want to be, and how to get there."
- "Alan gave us fundamental knowledge about how to run a business, with a lot of concrete information I will be able to put into practice."
- "I've started to be more organised, more goal driven, and clearer on my vision as a business."
- "I understand what an impact having a thorough understanding of the financial side of my business has. It has helped me to make more money."

Delivery approach for workshops

There are three modules per Pillar. The workshops are delivered using the following guidelines:

- Plain English
- Storytelling
- Use of images
- Humour

Workshops are held on the same day of the week and at the same time each week.

Pre-recorded videos

In addition to the live workshops, pre-recorded videos that introduce each of the Pillars are available on the platform to support the pre-work to be undertaken before each Pillar starts.

Detailed descriptions of the Pillars and modules can be found below.

Facilitator

The programme is facilitated by Alan Wick.

Private Online community

There is a private online community hosted on Slack to which all participants are invited. Access to the online community is lifelong.

The purpose of the online community is to provide participants with the opportunity to further develop their knowledge. Here they engage in informal shared learning, network with each other, ask questions, share knowledge and experience, crowd source new ideas and developments, continue to improve their skills as they regularly interact with each other, and remain in contact with each other beyond the formal structure of the learning programme. The community is essentially a community of practice that supports lifelong learning – something even entrepreneurs need to do!

Programme and Content

The programme explores four core 'Pillars', and each comprises three modules. The Pillars, in specific order are:

1. The Future
2. Money
3. People
4. Day-to-Day

Content for 'The Future':
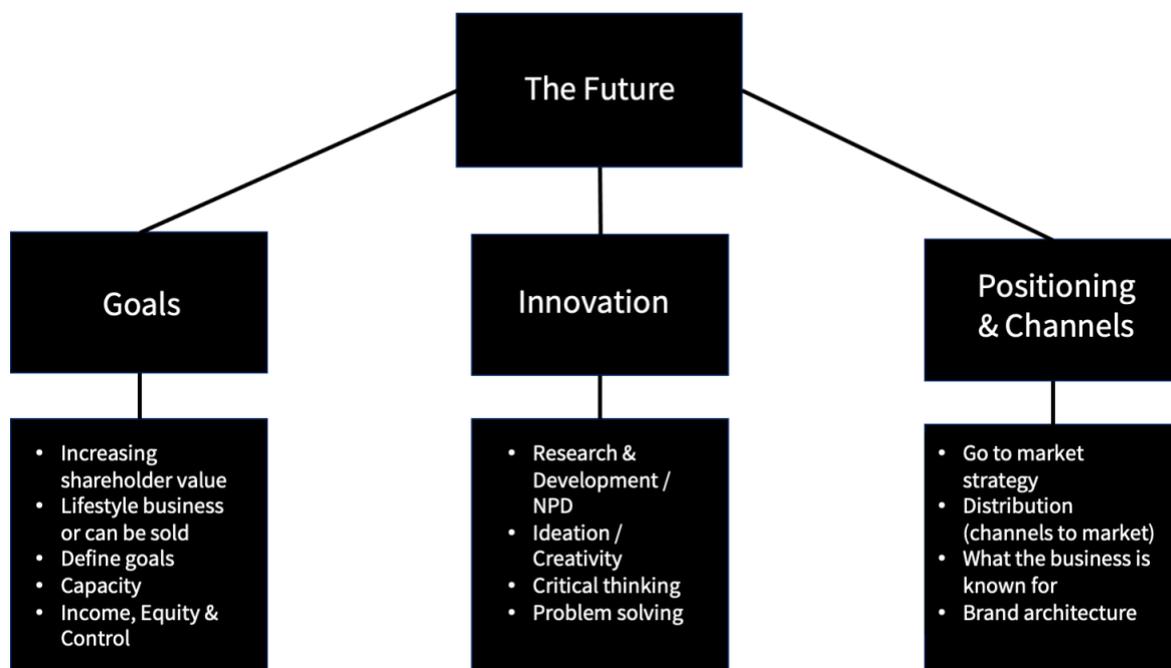
Below are the agendas participants cover by attending each of the modules within this Pillar.

Pillar Outcome: to create a blueprint that will support how a participant moves the business forward, that is, beyond the current year.

Pillar overview	Agenda
The Future	• Definition of 'The Future' • Discuss your attitude to, beliefs about and relationship with the concept of 'The Future' • Explore what the topic of 'The Future' means to you.

	• Explain why considering and working on 'The Future' is critical for your business.

Module Agendas

Topic	Agenda
Goals	• Identify what you would like your business to mean for you = why do you have it? • Determine whether the business you are building is a 'Lifestyle business' or something that *could* be sold eventually. • Begin to define the goals for your business, which could support future growth. • Identify capacity needs for the business to achieve its goals. • Explore how you can increase shareholder value. • Identify how you would like to structure your business from an 'Income, Equity and Control' perspective.
Innovation	• Definition of Innovation. • The purpose of Innovation. • Your experience with Innovation. • Barriers to Innovation. • What can be innovated in a business? • The best time to innovate. • Five tools and techniques for Innovation.
Positioning & Channels	• What is Positioning? • Identify your brand's identity – what you would like it to be known for? • Getting clarity on Positioning your business. • Identifying your Go to Market strategy. • What is 'Channels'? • Channels to Market for services-based businesses.
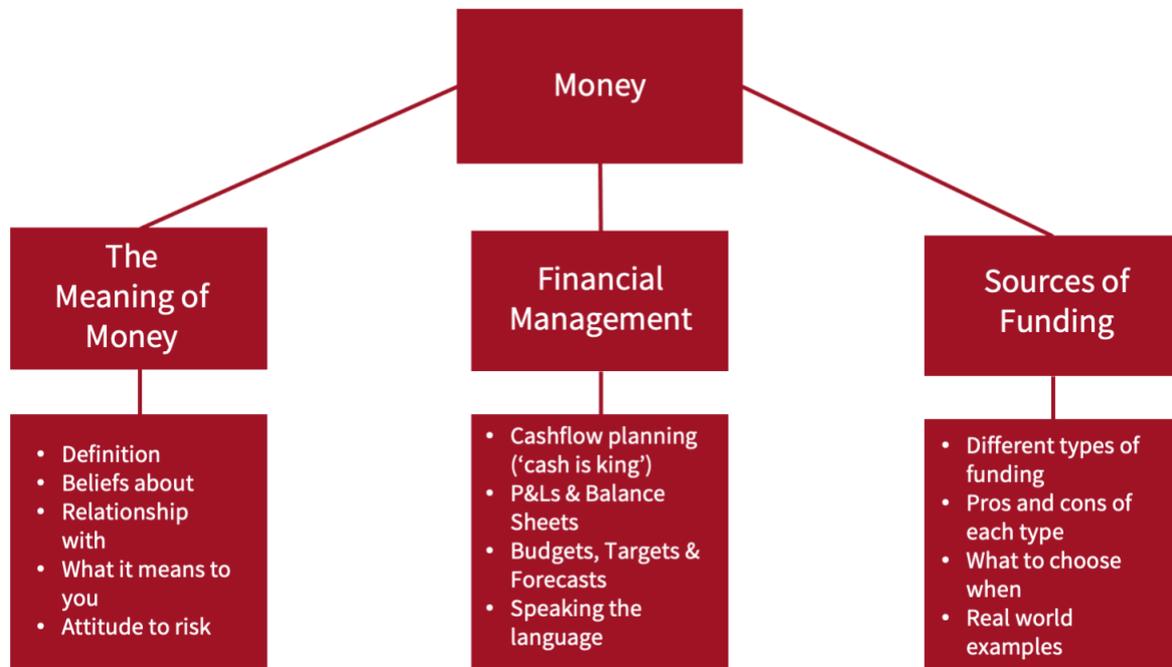
Content for 'Money'

Below are the agendas participants cover by attending each of the modules within this pillar.

Pillar Outcome: to obtain clarity on how money will be used and managed in your business.

| Pillar	Agenda
Money	• Setting the scene for discussing the impact of personal beliefs about, attitude towards and relationship with money on an entrepreneur's ability to make money in their business. • Learn how your attitude to money is affecting your financial reality. • Learn why money is important in business.

Module Agendas

Topic	Agenda
The Meaning of Money	• Definition of 'Money'. • Your attitude to and beliefs about Money. • Your relationship with Money. • Attitude to risk.

	• Business decision-making.
Financial Management	• What are the three financial pillars for all businesses? • The difference between Profit & Loss, Cashflow Tables and Balance Sheets and why they matter. • The difference between budgets, targets and forecasts and the process for creating each one. • Why the phrase 'cash is king' isn't just a throw away phrase.
Sources of Funding	• Learn about the different types of funding available in the marketplace. • Pros and cons of each type of funding option. • What funding options may work for your business. • Case studies.

Content for 'People'
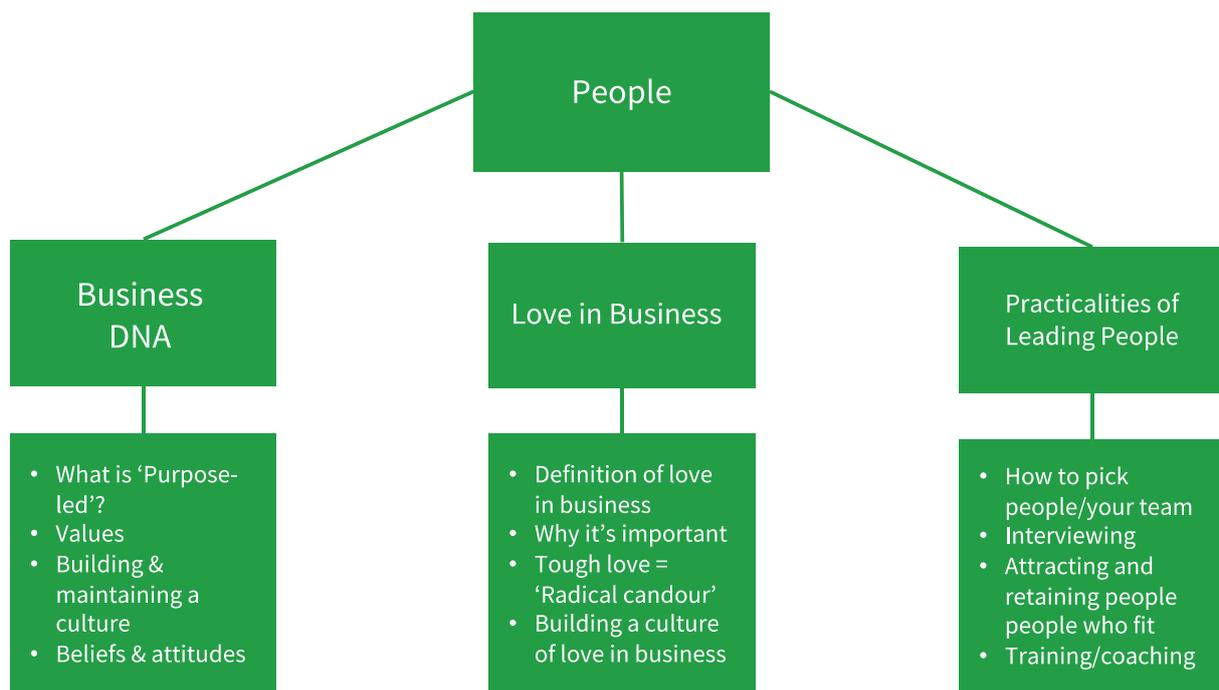
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                        People
        ┌─────────────────┼─────────────────┐
   Business            Love in        Practicalities of
     DNA               Business        Leading People

• What is 'Purpose-   • Definition of love   • How to pick
  led'?                 in business            people/your team
• Values              • Why it's important   • Interviewing
• Building &          • Tough love =         • Attracting and
  maintaining a         'Radical candour'      retaining people
  culture             • Building a culture     people who fit
• Beliefs & attitudes   of love in business  • Training/coaching
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Below are the agendas participants cover by attending each of the modules within this pillar.

Pillar Outcome: to develop a strategy for leading and interacting with people in your business / your team ensuring that a strong foundation is built to support them and the culture within your business.

Pillar	Agenda
People	• Definition of 'People'. • Discuss your attitude to, beliefs about and relationship with People. • Explore what the topic of People means to you. • Explain why being clear on your perspective and relationship with People is crucial for your business.

Module Agendas

Topic	Agenda
Business DNA	• Define 'DNA' in the context of business. • Explore what it means for a business to have a 'DNA'. • Look at the steps required to create and manage a business's 'DNA'. • Learn how having a clear and aligned 'DNA' positively impacts business.
Love in Business	• Why Love is important in business and its impact across the business ecosystem. • Practical application of Love in business. • Tough Love – why it is critical and does not negatively impact culture. • A process for integrating Love into your business's 'DNA' (culture).
Practicalities of Leading People	• What does it mean to be a good leader? • Who is in your business's team? • Attracting and choosing the *right* people. • The impact of not choosing the *right* people. • Retaining the *right* people. • Interviewing techniques. • The effects of the pandemic. • Managing remote employees and teams. • Case studies.

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Content for 'Day-to-Day'
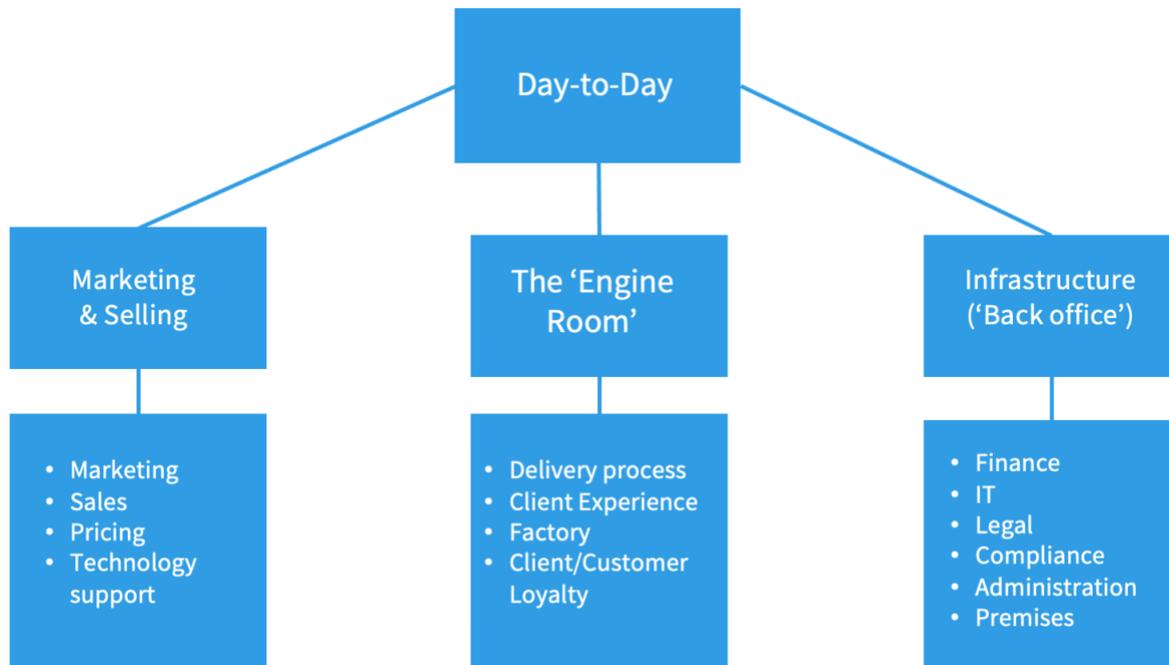
Below are the agendas participants cover by attending each of the modules within this pillar.

Pillar Outcome: to obtain clarity on what is required for running the business day to day and how it differs from working on activities that will take the business into the future / looking forward.

Pillar	Agenda
Day-to-Day	• Definition of 'Day-to-Day'. • Discuss your attitude to, beliefs about and relationship with 'Day-to-Day'. • Explore what the topic of 'Day-to-Day' means to you. • Explain why being clear on your perspective and relationship with 'Day-to-Day' is important for your business.

Module Agendas

Topic	Agenda
Marketing & Selling	• What are 'Marketing' & 'Selling'? • Putting 'Marketing' & 'Selling' in context. • Differences between Marketing & Selling.

	- Core components of a Marketing Strategy / Plan. - Resources and activities involved in Marketing. - Core components of a Sales Strategy / Plan. - Resources and activities involved in Selling. - Pricing.
The Engine Room	- Definition of 'The Engine Room'. - Discuss how to build and manage The Engine Room in your business. - Learn why delivery and client experience are different. - Create an outline for the process of delivery of the products / services that your business provides.
Infrastructure ('Back office')	- Identify the key components of your business's infrastructure 'back office' and explain why every part is important. - Identify which of these your business already has, and which needs to be created. - Determine if any need enhancement or strengthening in these areas - Create a plan for filling the gaps, that is, implementing those which are missing.

The Business of Business™ Accelerator Programme

What Happens Next?

Due to demand from BofB participants, we've designed a Graduate Accelerator Programme.

The BofB Graduate Accelerator Programme improves Graduates' businesses by intentionally applying what they learned over the 12 weeks, maximising their return on investment, and maintaining momentum. No more talking about doing, just doing. They'll get **accountability**, **ongoing support**, **deeper teaching,** and **motivation**.

Good to know

As well as Alan Wick leading the monthly sessions, Graduates will also receive support from Joanne Lott (a BofB Graduate who is a coach), who will be actively involved in the community aspect of the programme.

The details

Sessions are on the **second Wednesday of every month at 9.30am**.

Each session is 1½ hours, and will be a mix of led and open, using the 90-day cycle like this:

- **Review and Planning Session** — designed to give BofB Graduates the clarity and accountability to level up their businesses over the next 3 months.

- **Open Q&A** — Graduates bring tough questions and get them answered in a safe space so they can check in, get support and ongoing coaching from Alan.

- **Group Mastermind** — here we lean on the power and wisdom of the group to share learnings and experiences.

- **Review and Planning Session** — and so on.

Online community

There is ongoing community support, with Joanna actively involved throughout, particularly from an **accountability** point of view. There is a shared space and breakout/drop-in sessions, so Graduates can continue to work alongside each other, tackle problems and run projects together. This is an incredibly powerful tool to help Graduates take their businesses to the next level.