



genius^U

Genius Solutions 2020

**Learn the 4 critical drivers
to lead out of this crisis**



THE NEXT HOUR...

1. The coming storm
2. The four drivers
3. Stories to learn from
4. Practical steps to take now



The Coming Storm

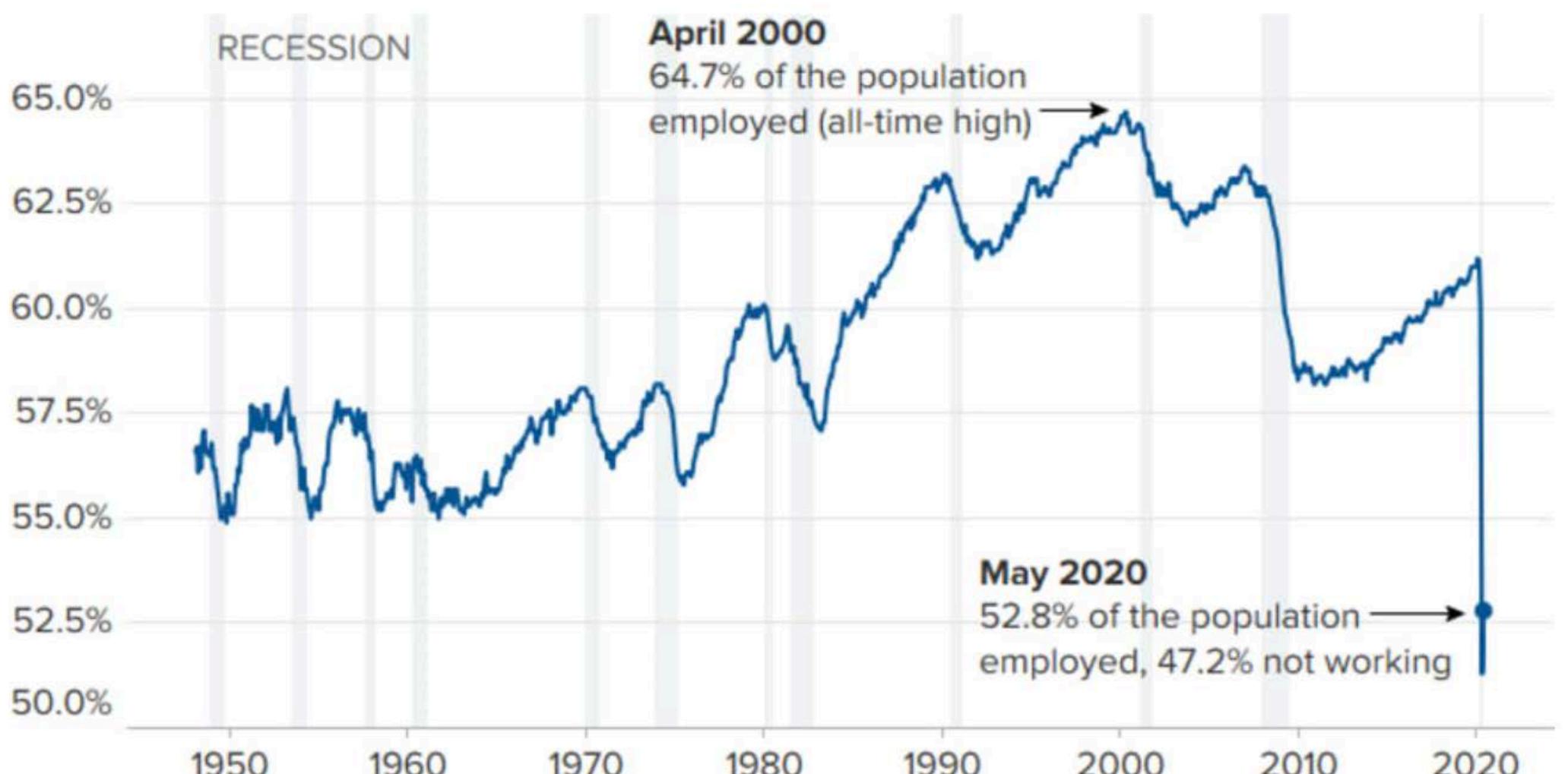


Nearly half the U.S. population is without a job, showing how far the labor recovery has to go

PUBLISHED MON, JUN 29 2020 1:09 PM EDT | UPDATED TUE, JUN 30 2020 9:48 AM EDT

About half of U.S. population is jobless

Employment-population ratio since 1948

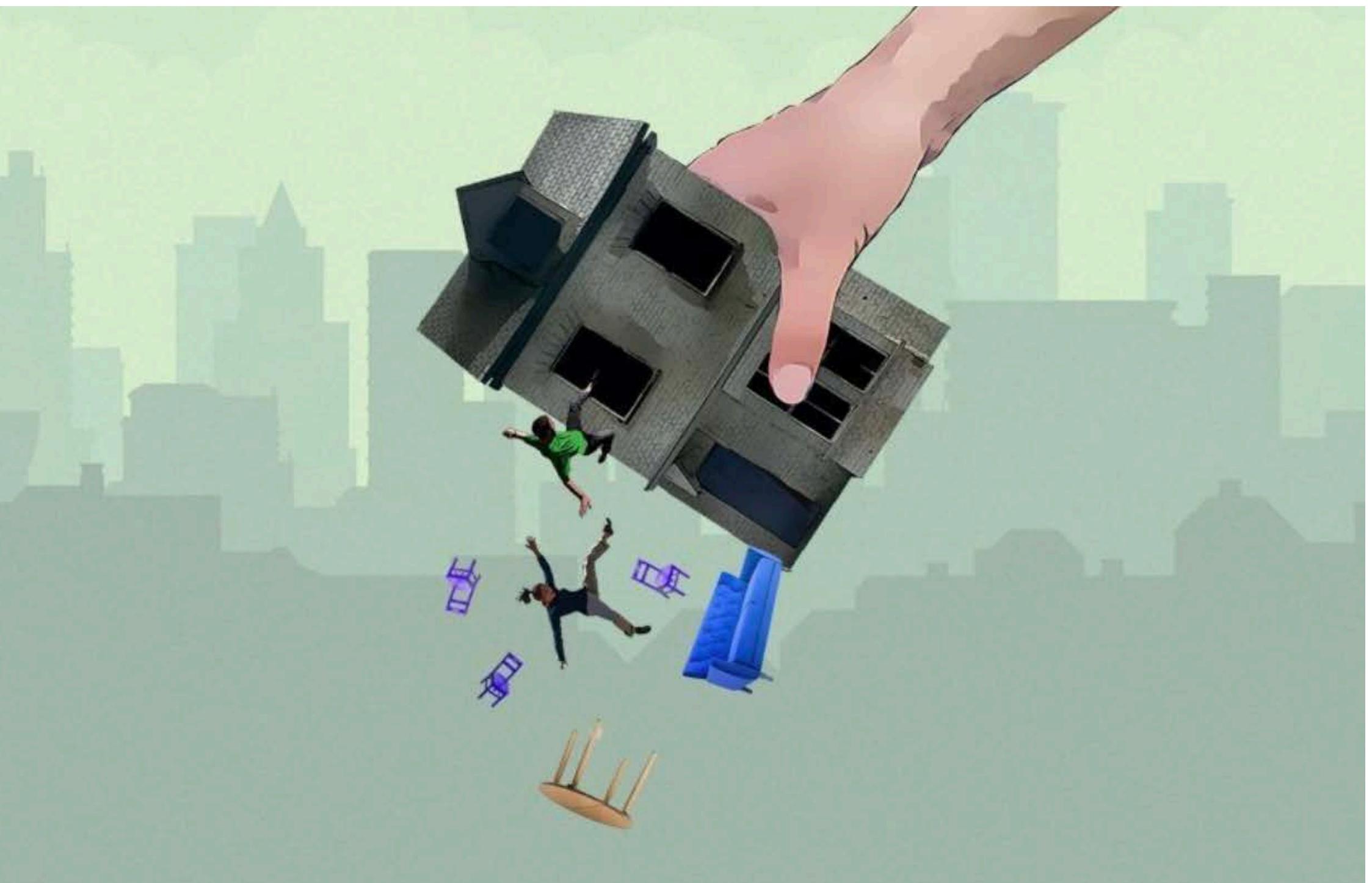


SOURCE: U.S. Bureau of Labor Statistics, Employment-Population Ratio, retrieved from FRED, Federal Reserve Bank of St. Louis. Data is seasonally adjusted. Adult population includes those 16+.



"To get the employment-to-population ratio back to where it was at its peak in 2000 we need to create 30 million jobs," Torsten Slok, Deutsche Bank's chief economist, said in an email. Slok included the chart in a report to clients.

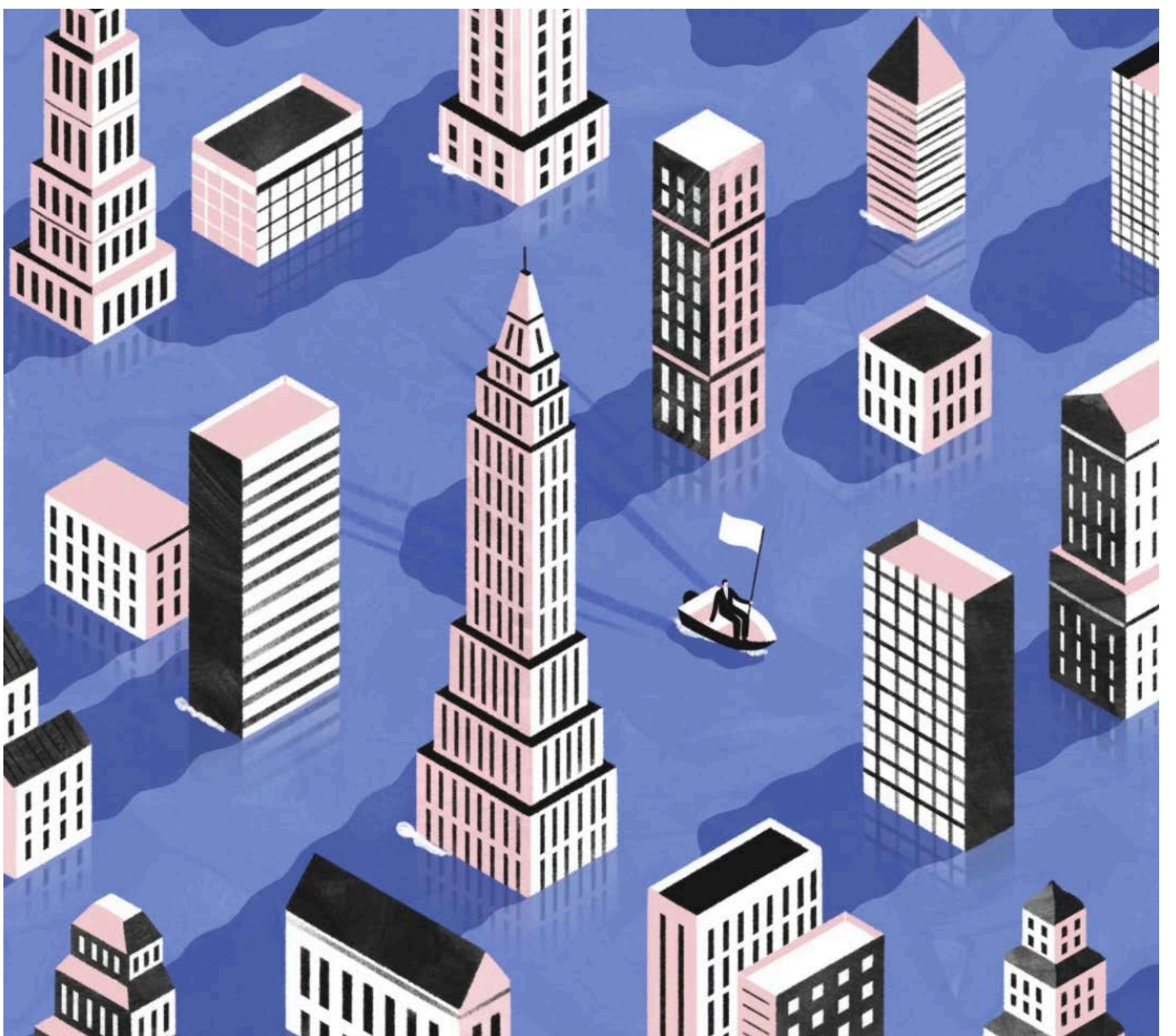
Coronavirus: Why US is expecting an 'avalanche' of evictions



As hair salons, churches and restaurants reopen across the US, so are eviction courts. Advocates and experts say that an unprecedented crush of evictions is coming, threatening millions of Americans with homelessness as a possible second wave of the pandemic looms.

A Tidal Wave of Bankruptcies Is Coming

Experts foresee so many filings in the coming months that the courts could struggle to salvage the businesses that are worth saving.



Already, companies large and small are succumbing to the effects of the coronavirus. They include household names like Hertz and J. Crew and comparatively anonymous energy companies like Diamond Offshore Drilling and Whiting Petroleum.

And the [wave of bankruptcies](#) is going to get bigger.

IMF Slashes Global GDP Forecasts, Warning Of An Economic Crisis ‘Like No Other’



Sergei Klebnikov Forbes Staff

Markets

I cover breaking news, with a focus on money and markets.

Updated Jun 24, 2020, 01:16pm EDT

TOPLINE The International Monetary Fund has downgraded its global economic forecasts for 2020, and is now predicting the coronavirus pandemic will cause a much deeper recession and slower recovery than originally expected.



Design Software Unicorn Canva Hits \$6 Billion Valuation In \$60 Million Raise Amid Covid-19 Boom



Alex Konrad Forbes Staff

Venture Capital

Covering venture capital, software and startups



Canva cofounders Cameron Adams, Cliff Obrecht and CEO Melanie Perkins now run a software startup ... [\[+\]](#) CANVA

Tesla overtakes Exxon's market value in symbolic energy shift away from fossil fuels

Tesla is now at US\$201 billion in market capitalization, with Exxon at US\$185 billion



Exxon is the world's second biggest energy company after Saudi Aramco went public late last year. But even the status of Saudi Aramco as the world's most valuable company is in danger now after Apple Inc. reduced the valuation gap to US\$150 billion, down from about US\$750 billion at the time of the initial public offering of the Saudi state-controlled oil giant six months ago.

A photograph of a surfer riding a massive, curling blue wave. The wave is breaking to the right, with white foam and spray at the top. The surfer is positioned near the base of the wave face, leaning forward on their board. The water is a deep, vibrant blue.

“You can't stop the waves
but you can learn to surf.”

- Jon Kabat-Zinn

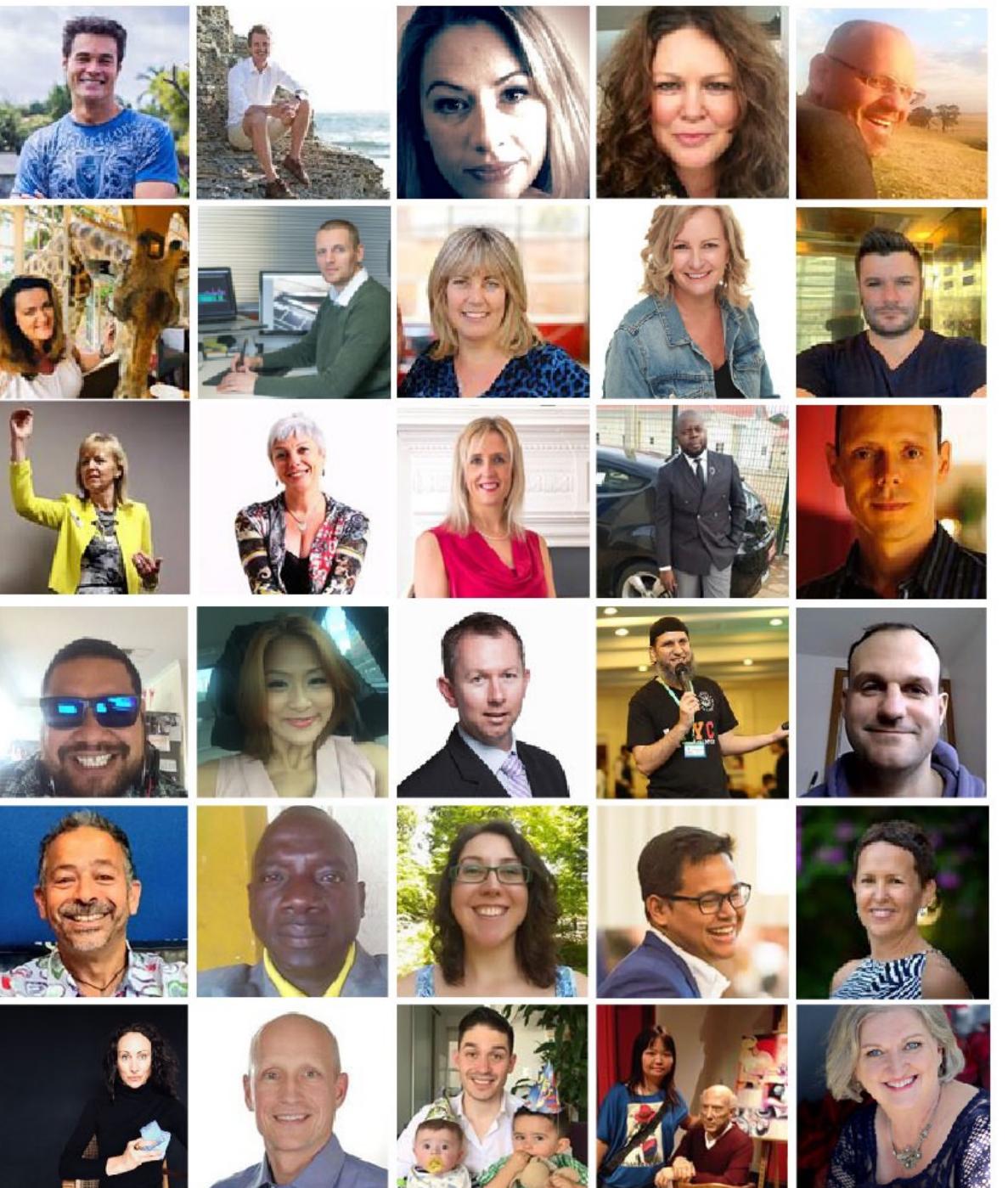
The Four Drivers





THE RAPID PIVOT PLAN

Your 2020 Crisis Blueprint to create revenue and cashflow with a digital business.



IMPACT DYNAMICS

Anatomy of a Promotion Plan

- 1. Summary**
- 2. Customer**
- 3. Problem**
- 4. Solution**
- 5. Compelling Offer**
- 6. Customer Pathway**
- 7. Team**
- 8. Objectives**
- 9. Measures**
- 10. Milestones**

Ultraviolet - Legend



Violet - Composer



Indigo - Trustee



Blue - Conductor



Green - Performer



Yellow - Player



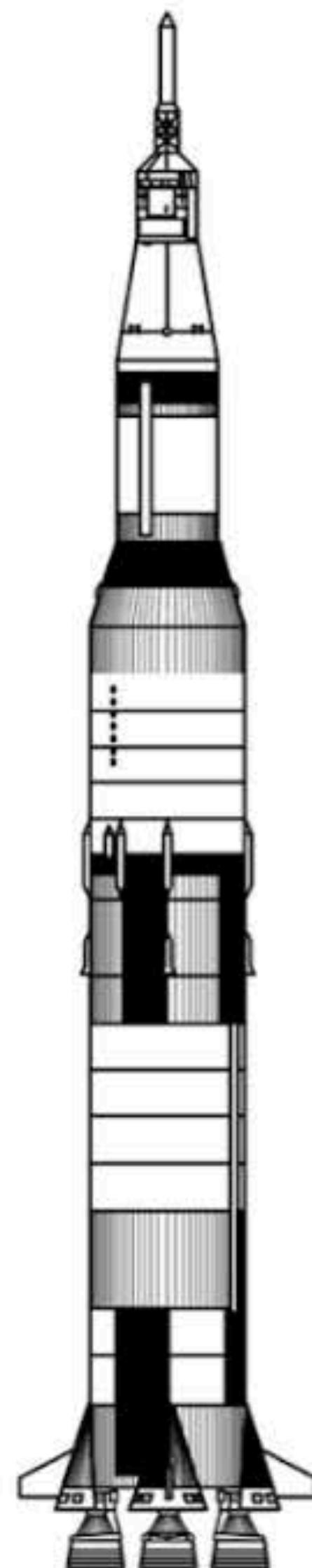
Orange - Worker



Red - Survivor



Infrared - Victim



Level 8

Level 7

Level 6

Level 5

Level 4

Level 3

Level 2

Level 1

Level 0



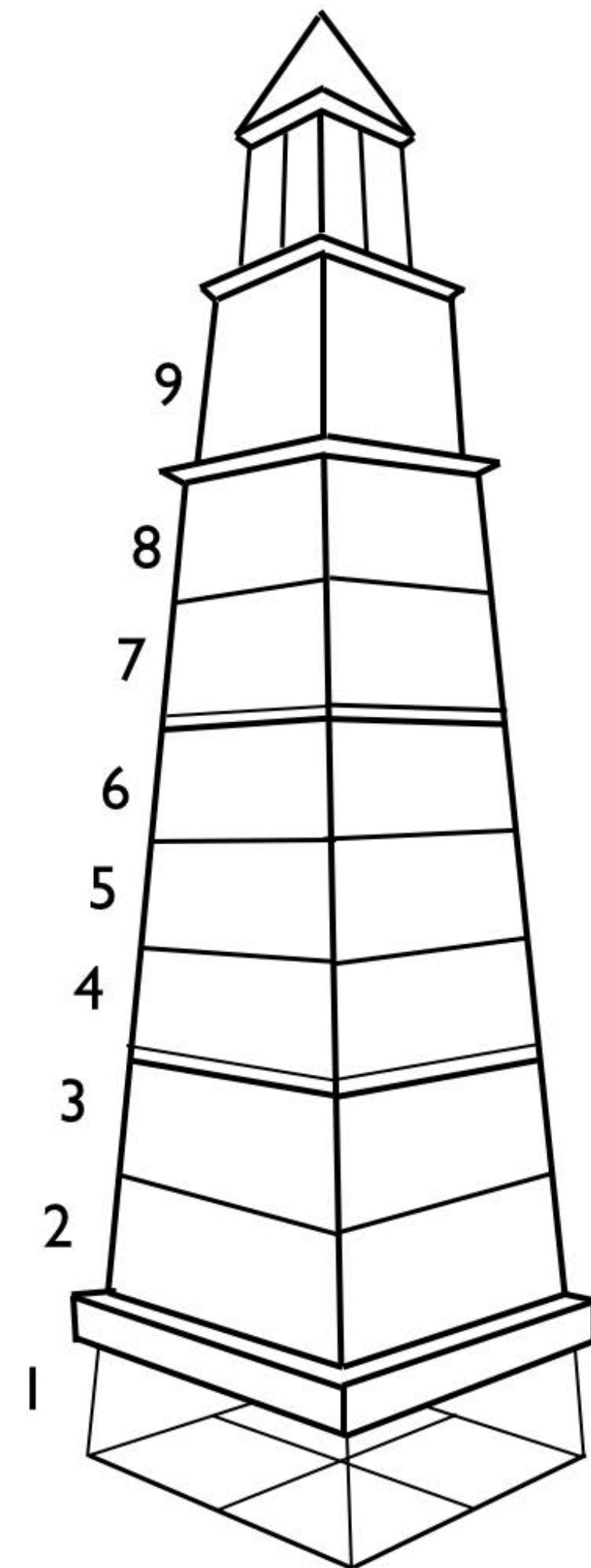
2 Wealth Dynamics
How to grow your flow

3 Impact Dynamics
How to grow your impact

1 Entrepreneur Impact Test

What's your level of flow and level of impact?

The Impact Meter



- LEVEL 7**
1m customers
- LEVEL 6**
100k customers
- LEVEL 5**
10k customers
- LEVEL 4**
1k customers
- LEVEL 3**
100 customers
- LEVEL 2**
10 customers
- LEVEL 1**
1 customer

Global impact with the power to leave a legacy

Have I directed the trust that I am growing towards a meaningful global purpose?

National impact, with the influence to shape the future

Am I establishing a mission, culture and model that is inspiring others on their journeys?

Market leadership, attracting resources and partnerships

Have I built a reputation that attracts the financing, partners and support to leverage with?

Scalable team and time to develop a sustainable business

Am I growing my team and time to enable the business to run well without me?

Predictable, replicable and viable model to grow with

Have I found a repeatable pathway from my market's need to my solution that I can measure?

Intimate user group to maximise value and market fit

Can I scale my solution to ten people such that they are willing to pay and refer me to others?

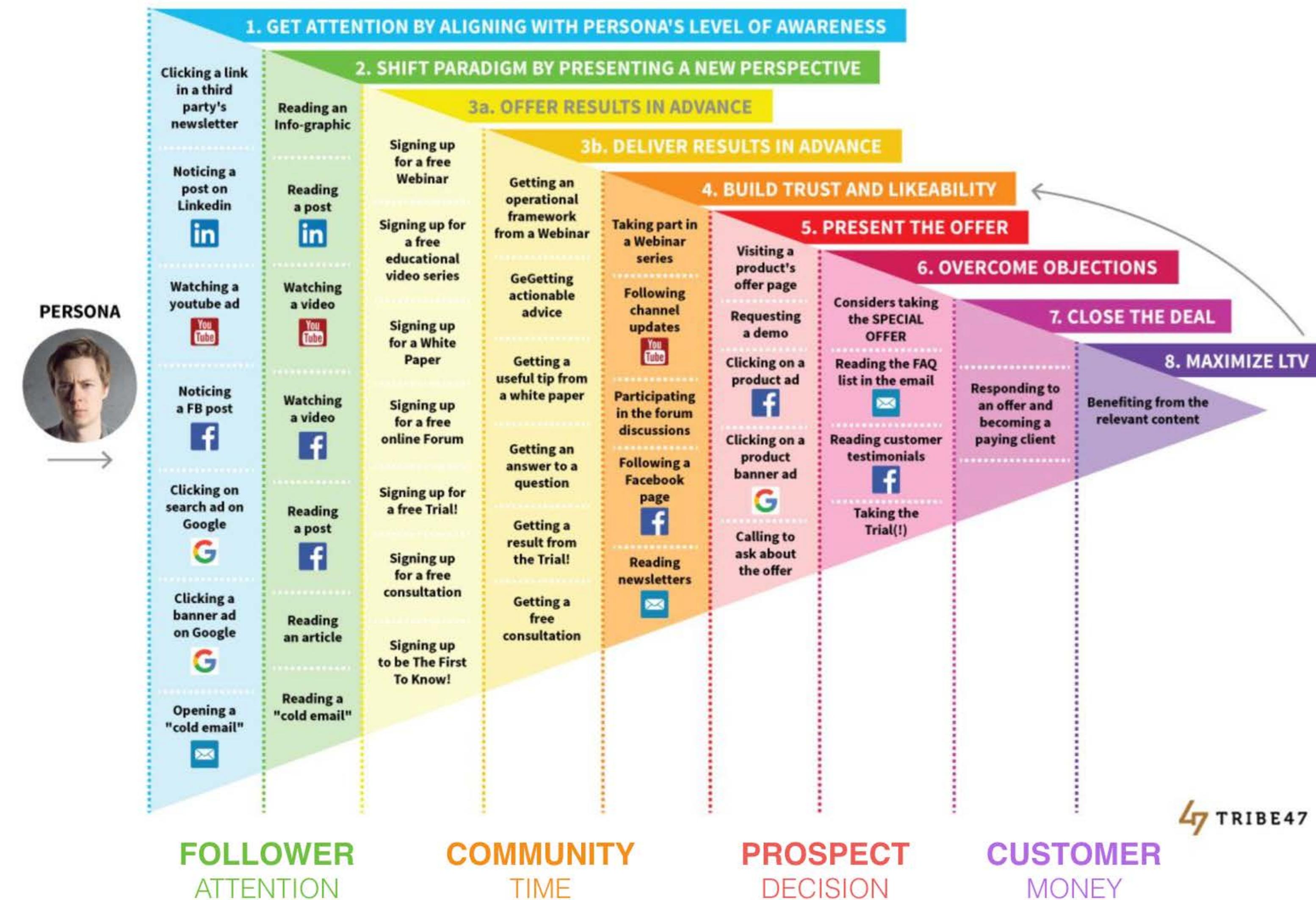
Personal service to solve one person's problem.

Am I solving a problem for someone who trusts me that they are willing to pay to have solved?

The Impact Highway

***“Controlled time
is true wealth”***

~ Buckminster Fuller



Impact Metrics

	Followers	Community	Prospects	Customers					
		Engagement %	Registration %	Conversion %			Average \$		
 LEVEL 5 10k customers	1,000,000	20%	200,000	20%	40,000	25%	10,000	\$2,000	\$20m
 LEVEL 4 1k customers	100,000	20%	20,000	20%	4,000	25%	1,000	\$5,000	\$5m
 LEVEL 3 100 customers	10,000	20%	2,000	20%	400	25%	100	\$10,000	\$1m
 LEVEL 2 10 customers	1,000	25%	250	20%	50	20%	10	\$15,000	\$150K
 LEVEL 1 1 customer	100	50%	50	20%	10	10%	1	\$20,000	\$20K

At the cutting edge of Agile Leadership

Entrepreneur Dynamics
is used by the world's
most agile companies

Entrepreneur Dynamics is already being used by companies including Microsoft, Google and IBM. From Startups to high growth enterprises, there is an urgent need for companies to reinvent themselves to be fully digital, remote and global as a result of the crisis.

The proof of the effectiveness of the Entrepreneur Dynamics system can be seen by the results we have delivered during the crisis. For the first time, Genius Solutions now delivers the same results to you.

Entrepreneur & leadership tools within Entrepreneur Dynamics are already being used by:

Deloitte.

Microsoft

T-Mobile

McKinsey&Company



Johnson & Johnson



SOCIETE GENERALE



Google

IBM

Ogilvy & Mather



MARY KAY®



Lenovo

ERSTE Group



ABB

United Technologies

Asahi

1 Start Ups
Level 0 to 3

2 Fast Growth
Level 4 to 6

3 Corporates
Level 7 to 9

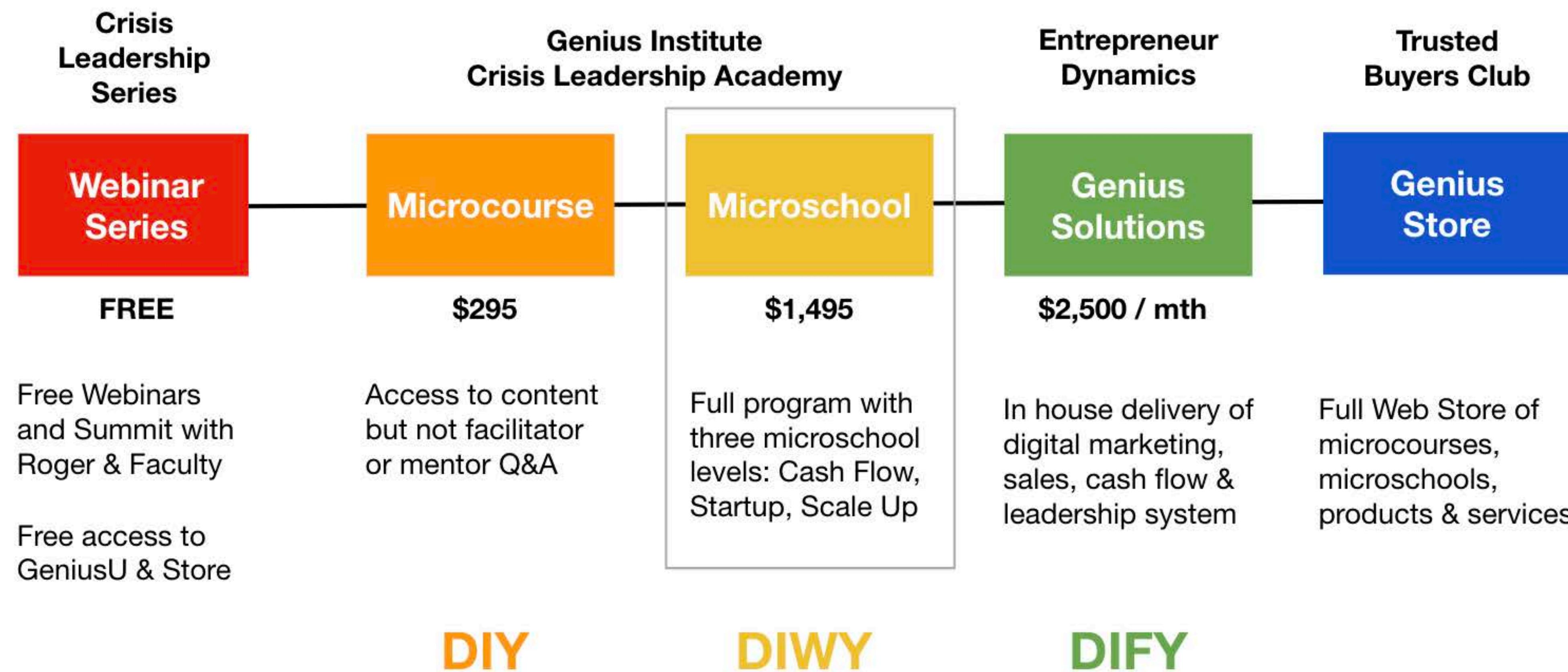
Essential Four Key Drivers to Rapid Growth

The essential four keys to rapid growth link to the sides of the Wealth Dynamics Square:



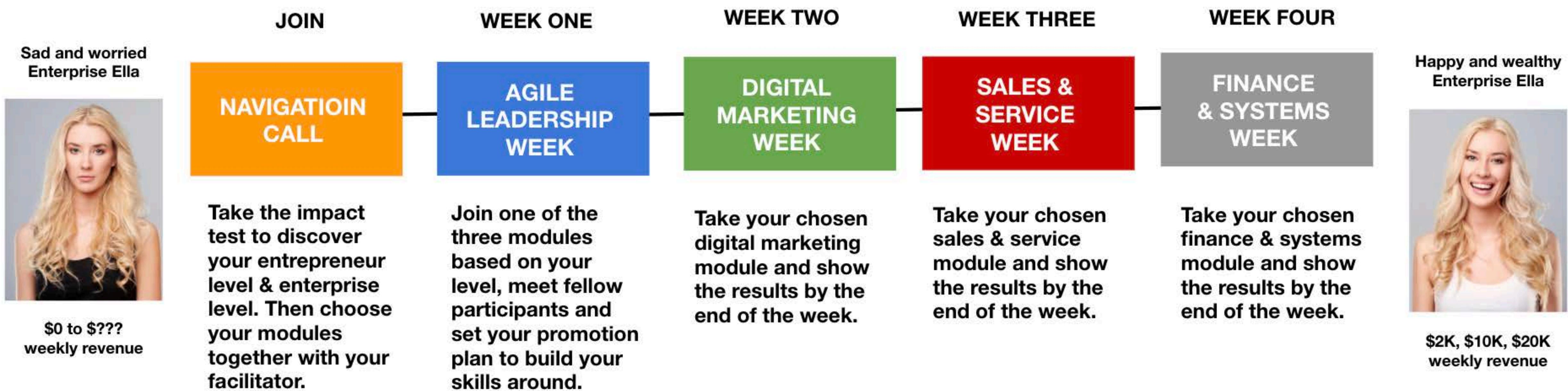
The Crisis Leadership Pathway

The Crisis Leadership Pathway provides each entrepreneur with a full crisis leadership solution to support them at the level they need throughout May and beyond.



The Entrepreneur Summer School Experience

Everyone who joins the Entrepreneur Summer School receives a personalized experience from the moment they join, that ensures they are getting the skills they need to execute on their plan.



In Week 5, Awards are presented to the top participants and the top faculty mentors. All participants who complete the four modules receive four credits towards the Entrepreneur Diploma Program.

21 Microschools in One

Each participant chooses the modules to follow each week. Each has access to all content from all modules and the summer school library of templates and results from all the participants.

WEEK ONE

AGILE LEADERSHIP

Digital Freelance Plan
Your first 10 customers
Digital Startup Plan
Your next 100 customers
Digital Enterprise Plan
Your next 1,000 customers

WEEK TWO

DIGITAL MARKETING

LinkedIn Marketing Plan
UpWork Design & Build
Facebook Marketing Plan
Podcast Design & Build
Shopify Marketing Plan
Amazon Design & Build

WEEK THREE

SALES & SERVICE

Remote Sales Plan
Influencer Design & Build
Speaker Sales Plan
Microschool Design & Build
Partnership Sales Plan
Community Design & Build

WEEK FOUR

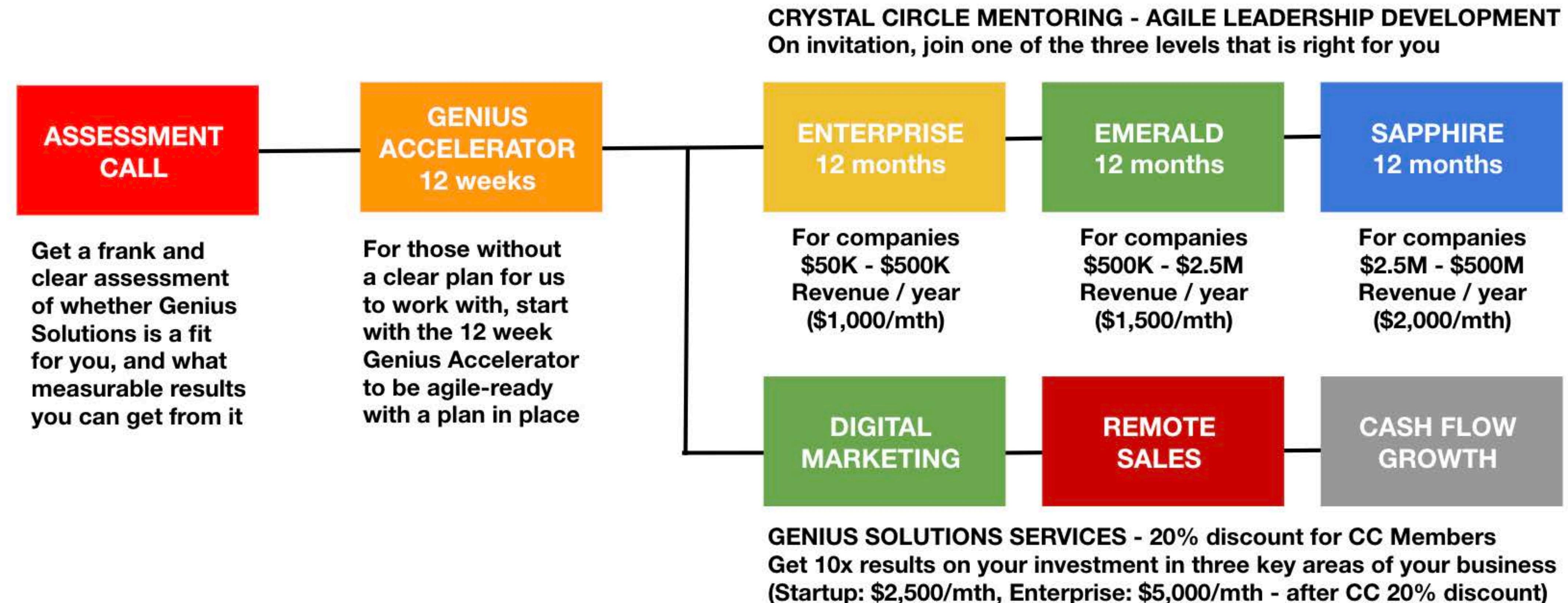
FINANCE & SYSTEMS

Remote Work Plan
Cash Flow Design & Build
Team Leadership Plan
Flightdeck Design & Build
Crisis Investing Plan
Pitch Deck Design & Build



The Genius Solutions Pathway

The Genius Solutions pathway gives a personalized path to ensure each client is at the right level to make the most of the Genius Solutions services.



The Problem

With the coronavirus crisis, companies that are not yet fully agile, digital and global have realised they need to be.

The shift is as big as the shift from horse to car, where the skills needed to redesign the products and revenues to the new digital model aren't easy to find. But they need to be found fast. And implemented now.



The Solution

Genius Solutions is the new services division launched by Genius Group, the World's No.1 entrepreneur education group.

These proven solutions enable you to hire Genius Group's top talent to deliver digital marketing, remote sales, cash growth and agile leadership - to build a profitable path forward.



The Promise



When you join the Genius Solutions community, you are joining the top level of Genius Group, working with our top talent's support.

Entry into this group is in high demand and is by invitation. Our team will work directly with you and your team to deliver your solution.

The three service suites deliver into your company a fully operating digital marketing pathway, a remote sales team or a cash growth system depending on your greatest need.

These full service solutions are packaged with 3 levels of our agile leadership mentoring, the Crystal Circle, where you connect and learn from other company owners and CEOs.

This is our top program, and ensures you and your team have the systems and skills to lead into the future.

3 Mentor Pathways and 3 Full Service Solutions to choose from

Genius Group will guide you on its proven agile leadership and digital business model, with 3 pathways based on your level of enterprise, and 3 full service solutions based on your greatest need.



AGILE LEADERSHIP

Annual mentoring

Join one of three groups in the Crystal Circle Mentor Program, based on your enterprise level.,



DIGITAL MARKETING

6+ month service

Pivot and grow your online presence, drive new leads and digital revenue streams



REMOTE SALES

6+ month service

Pivot your sales team and systems, to a remote team with high sales conversions



CASH GROWTH

6+ month service

Pivot your finances to reduce costs and increase cash flow and profit in crisis times

Three Levels of Crystal Circle Mentoring

We recommend you package these high performance solutions into your company with our Crystal Circle mentoring program to ensure you get the agile leadership skills and systems you need to build your company.



ENTERPRISE CIRCLE

Annual Mentorship

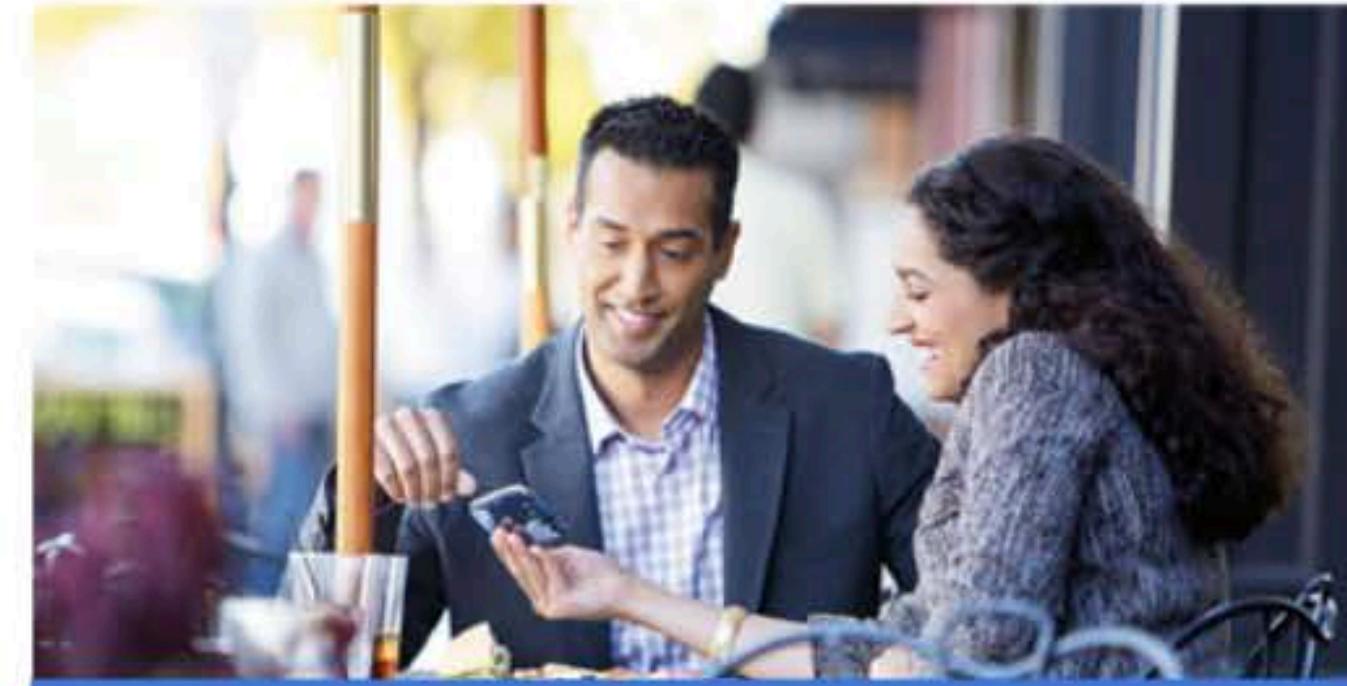
For owners of companies from startup to \$500,000 in revenues, who are focused at growing their customer base and their team.



EMERALD CIRCLE

Annual Mentorship

For owners of companies from \$500,000 to \$2.5m in revenues, who are managing larger teams and seeking solutions that scale.



SAPPHIRE CIRCLE

Annual Mentorship

For company owners and investors managing portfolios generating between \$2.5m and \$250m, looking for fast growth.

What you get with Crystal Circle Mentoring

1

Personal Business Planning

Session. With your personal mentor for the duration of the membership. Here we map out the year ahead.



2

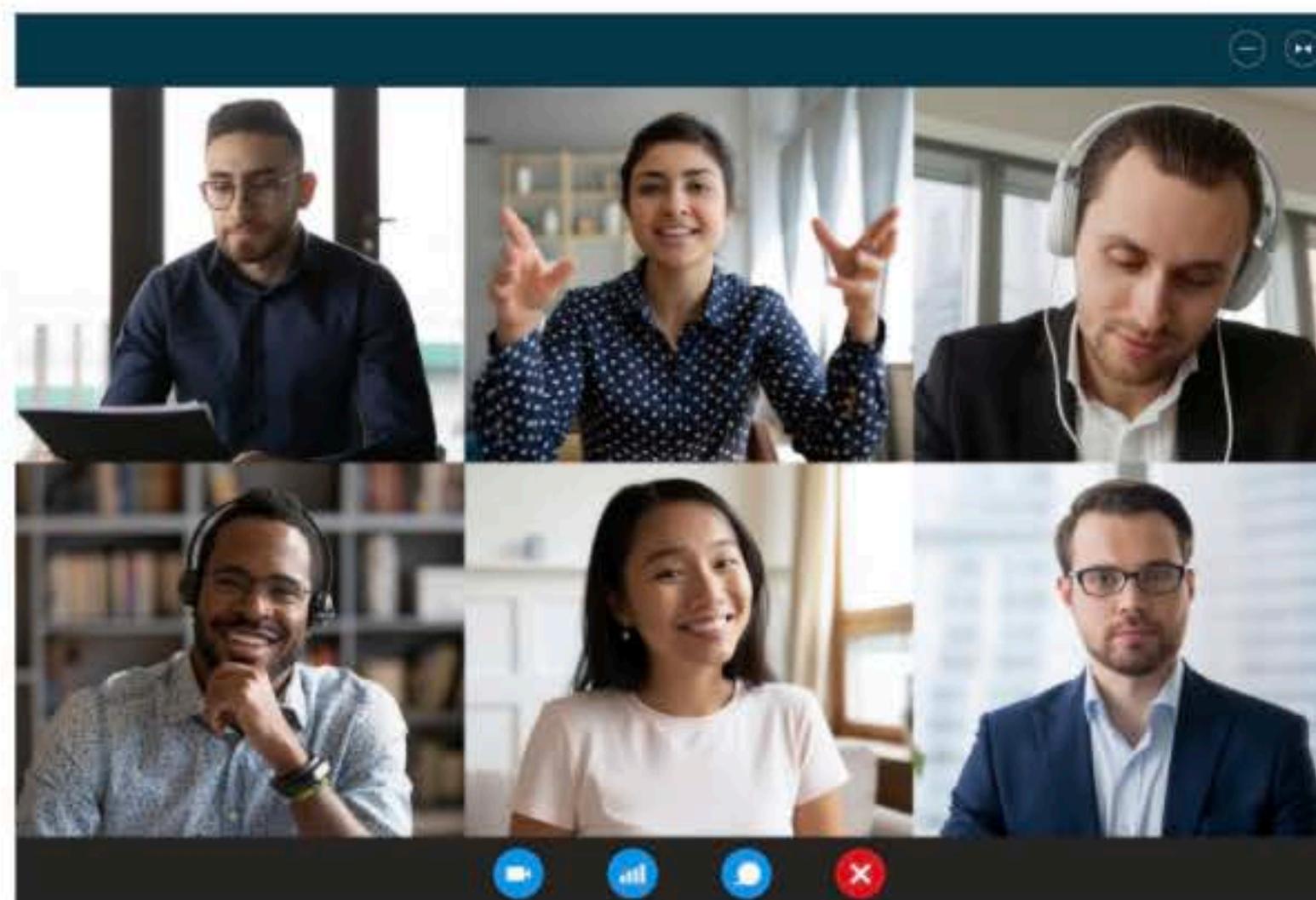
Quarterly Strategy Planning

Days in a boardroom style day with peers, your mentor will review and advise on your 90 day plan.

What you get with Crystal Circle Mentoring

3

Monthly Mentoring Meets to give you guidance and direction, ensuring you stay on track with as your annual plan evolves.



4

Annual Review to reflect on the past year, track results and set the vision for the coming year.

What you get with Crystal Circle Mentoring

5

Full suite of Agile Leadership Curriculum and Resources

including an accelerator program for fast tracked results, and our proven templates and systems for you to implement.



Team Plan Q3 2020

The slide is titled "Team Plan Q3 2020" and features the Genius Group logo. It includes sections for "2020 Vision", "The No.1 Entrepreneur Education Group", and "Acquisitions & IPO Plan". Key highlights include:

- 2020 Vision**: \$50m revenue, \$10m profit, \$100m+ NYSE IPO.
- The World Game**: Achieve 10m B2G giving impacts and partnerships with the United Nations and the leading groups focused at the UN Global Goals.
- Global Faculty**: Assemble brand name thought leaders and entrepreneurs in a world class faculty online and at our events and retreats.
- Global Curriculum**: Create the world's No.1 entrepreneurial education curriculum in partnership with the top education institutions and courses available.
- Global Campuses**: The very best events calendar of entrepreneurial events in the world, with all the best virtual and local events listed, bookable and rated.
- Acquisitions & IPO Plan**: Summary: Secure \$20M in acquisitions by end Q3 and phase one of Genius Group IPO on NYSE American in 2021 complete.

6

Masterclasses & Member Spotlights

Bonus educational masterclasses curated and relevant to what businesses need in these times to stay agile. Plus Spotlights where we lift the hood on members Success Stories and what they did.

Crystal Circle ENTERPRISE



ENTERPRISE CIRCLE

Annual Mentorship

For owners of companies from startup to \$500,000 in revenues, who are focused at growing their customer base and their team.

LEAD MENTORS:

Donna Izobella (Quarterly Boardroom) + Donna, Terri & Mentors (Monthly)

Key Outcomes:

Levels 2-3 of the Impact Meter.
10-100 customers

Product Clarity

Business Model Clarity

Market Attraction

Cashflow Promotions

Founders Mindset

Graduation Goals:

Personal & Business Identity Established

\$500 000 Revenues

Sustainable Customer Pathways

Crystal Circle EMERALD



EMERALD CIRCLE

Annual Mentorship

For owners of companies from \$500,000 to \$2.5m in revenues, who are managing larger teams and seeking solutions that scale.

LEAD MENTORS:

Roger Hamilton (Quarterly Boardroom) + Donna Izobella (Monthly)

Key Outcomes:

Levels 3-4 of the Impact Meter.
100-1000 customers

10 x Multiplier Strategy

Exponential Model Clarity

Strategic Leadership & Decision Making

Profitable Promotions & Team Charters

Team Culture & Rhythm

Graduation Goals:

Profitable Teams & Promotion Plans

\$2.5 million Revenues

Leadership Team Established

Crystal Circle SAPPHIRE



SAPPHIRE CIRCLE

Annual Mentorship

For company owners and investors managing portfolios generating between \$2.5m and \$250m, looking for fast growth.

LEAD MENTORS:
Roger Hamilton (Monthly) + Donna Izobella (Quarterly 1:1)

Key Outcomes:

**Levels 5-7 of the Impact Meter.
10000-100000 customers**

Blue Level Multiplier Strategy

Mission & Culture Model

Investor & Market Valuation Map

Impact, Influence & Legacy Plan

Trust Leadership

Year on Year Goals:

Capital Growth

Plan for \$50-100+ million revenues

Leadership Team Established

Digital Marketing Solution



DIGITAL MARKETING

6+ month service

Pivot and grow your online presence, drive new leads and digital revenue streams.

Implement a full digital pathway with an expert digital team, online products, launch plan, digital ads strategy, lead generation, global community and real-time tracking.

If you are looking to generate \$25K+ or \$50K+ per month in sales from digital products, the digital marketing solution will deliver this to you.

The Genius Group digital marketing team, led by Suraj Naik, has been generating in excess of \$1 million per month in digital campaigns over the last 12 months.

When you take on our Digital Marketing Solution, we will design and agree on a personalised six month digital plan. We will then work with you as your digital marketing team, setting up your campaign, ads, reports and working with you on your product design. Our weekly reporting tracks the results of the promotion and we fine tune to achieve the targets we set together.

The Startup Solution to achieve \$25K+ / month costs \$3,000 / month
The Enterprise Solution to achieve \$50K+ / month costs \$6,000 / month
Both solutions receive a 20% / month saving when packaged with the Crystal Circle mentoring for you or your senior manager on the project.

Digital Marketing Solution



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Implement a full digital pathway with an expert digital team, online products, launch plan, digital ads strategy, lead generation, global community and real-time tracking.

Expert certified consultants, work side by side with you to setup your Entrepreneur 5.0 business with agile systems to 10 x your impact

- Personal Expert Consultant
- Highly experienced digital marketing team
- Promotion Plan, dashboard and project map
- Digital Marketing & product pathway
- CRM integration and business intelligence through weekly reports.
- KPIs and tracking Dashboard/Flight Deck
- Social media adverts and campaigns
- Development of all assets for the promotions
- Launch in month 2 and month 5
- Marketing systems and evergreen funnels setup to scale
- Lead generation and nurturing activities
- Weekly Flight Deck Meets

Digital Marketing Solution

Month 1: Setup & Plan

- Clear Strategy for the quarter
- Q1 Promotion plan, Financial, Development, Learning Objectives
- Weekly milestones
- Marketing funnel and metrics
- Advertising budget and plan
- Flight Deck/Dashboards

Month 2: Lead Gen & Launch

- Lead magnet & sales website
- CRM automation
- Launch awareness and attraction activities
- Facebook ads, Database emails, retargeting
- Prelaunch
- Launch

Month 3 Engage & Nurture

- Nurture leads from Month 2
- Setup the hitouch system
- Nurture new community
- Setup evergreen funnel
- Upsell to next level product
- Set next quarters promotion plan
- Google analytics detail set up for community activities.x

Month 4: Plan & Grow

- Q2 Promotion plan,
- Weekly milestones
- Marketing funnel and metrics
- Advertising budget and plan
- Prepare for partner campaign
- Collect and showcase testimonials and case studies from launch 1.

Month 5: Lead Gen & Launch

- CRM automation & affiliate centre automation and reports
- Onboarding to affiliate system
- Awareness activities - ads, emails
- Partner Prelaunch
- Prelaunch
- Launch

Month 6: Leverage & scale

- Evergreen funnels
- Nurture activities
- Marketing Systems & automations
- Templates set up
- Ready to ramp up to next level

Remote Sales Solution



REMOTE SALES

6+ month service

Pivot your sales team and systems, to a remote team with higher conversions and sales

Implement a full remote sales process with a trust building pathway from followers to community to hot prospects to customers and raving fans, with predictable metrics for growth.

If you are looking to generate \$25K+ or \$50K+ per month with a remote sales team, the remote sales solution will deliver this to you.

The Genius Group remote sales team, led by Michelle Clarke, has been generating over \$2 million per month in remote sales campaigns over the last 2 months of the crisis alone, without meeting any client in person.

When you take on our Remote Sales Solution, we will design and agree on a personalised six month remote sales plan. We will then work with you as your remote sales manager, identifying and training your team, and working with you to build your customer pathway. Our weekly reporting tracks the revenues per call (usually between \$250-\$1,000 based on past results).

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The Enterprise Solution to achieve \$50K+ / month costs \$6,000 / month
Both solutions receive a 20% / month saving when packaged with the Crystal Circle mentoring for you or your senior manager on the project.

Remote Sales Solution



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Implement a full remote sales process with a trust building pathway from followers to community to hot prospects to customers and raving fans, with predictable metrics for growth.

Expert certified consultants, work side by side with you to setup your Entrepreneur 5.0 business with agile systems to 10 x your impact

- Personal Expert Consultant
- Experienced data ninja for tracking and metrics analysis
- Benchmarks and targets
- Quarterly Promotion Plan, metrics and schedule
- Product Pathway & Customer Sales journey
- Team structure and sales training
- Sales and team rhythm
- Iterative analysis and improvement
- KPIs and Sales Dashboard/Flight Deck
- Individual Sales team performance & training
- Weekly Promotion and Flight Deck Meets
- Weekly Sales team check in and training sessions
- Support on objection handling and sales conversation development via chat channel for sales team as required

Remote Sales Solution

Month 1: Promo & Product

- Deep dive situation assessment
- Benchmark statistics & individuals in team
- Q1 Promotion plan and metrics
- Product and Customer pathway
- Successful sales training
- Weekly Sales check in & training
- Weekly Promotion Plan meet

Month 2: Launch & Track

- Individual sale team 1-2-1s
- Team structure and rhythm
- Promotion launch & Sale brief
- Data tracking and Remote Sales Dashboard (by product & team)
- Daily Sales team support
- Weekly Sales checkin & training
- Weekly Promotion Plan meet

Month 3 Lead & Team Flow

- Removing bottlenecks, improving flow
- Pre Qualification improvements
- Iterative analysis and adjustment
- Sales conversation mentoring
- Daily Sales team support
- Weekly Sales checkin & training
- Weekly Promotion Plan meet

Month 4: Plan & Grow

- Q2 Promotion plan and metrics
- Product positioning & Upsells
- Sales conversation mentoring
- Daily Sales team support
- Weekly Sales checkin & training
- Weekly Promotion Plan meet

Month 5: Launch & Leverage

- Promotion Launch & sales brief
- Customer experience review
- Iterative analysis and adjustment
- Sales conversation mentoring
- Daily Sales team support
- Weekly Sales checkin & training
- Weekly Promotion Plan meet

Month 6: Systems & Scale

- Automations & enhancements
- Strategic review & forward plan
- Iterative analysis and adjustment
- Sales conversation mentoring
- Daily Sales team support
- Weekly Sales checkin & training
- Weekly Promotion Plan meet

Cash Growth Solution



CASH GROWTH

6+ month service

Pivot your finances to reduce costs and increase cash flow and profit in crisis times

Implement a full agile KPI, cash flow and financial reporting structure. Rapidly identify the areas of greatest cash flow opportunity and set a plan to predictable future cash.

If you are looking to generate \$25K+ or \$50K+ per month in additional cash flow growth, the cash growth solution will deliver this to you.

The Genius Group Finance team, led by Sandra Morrell, has built an agile financial tracking system that has built Genius Group into a \$100m+ group of companies now planning for an IPO on NYSE American.

When you take on our Cash Growth Solution, we will design and build with you a personalised six month cash flow plan with clear cash flow targets. We will then work with you as your remote CFO, training your finance team, and working with you to build a full forecasting and tracking system from KPI flightdeck to real-time financials and cash flow reporting.

The Startup Solution to achieve \$25K+ / month costs \$3,000 / month
The Enterprise Solution to achieve \$50K+ / month costs \$6,000 / month
Both solutions receive a 20% / month saving when packaged with the Crystal Circle mentoring for you or your senior manager on the project.

Cash Growth Solution



CASH GROWTH

6+ month service

Pivot your finances to reduce costs and increase cash flow and profit in crisis times

Implement a full agile KPI, cash flow and financial reporting structure. Rapidly identify the areas of greatest cash flow opportunity and set a plan to predictable future cash.

Expert certified consultants, work side by side with you to setup your Entrepreneur 5.0 business with agile systems to 10 x your impact!

- Personal Expert Consultant
- Experienced CFO 1-2-1 consulting and group sessions
- Cash Flow Strategy Session identifying short term quick wins
- 1 year blueprint and quarter by quarter map
- Quarterly financial targets and reviews
- Flight Deck & Monthly Finance Reviews/Strategy sessions
- Detailed cash flow analysis
- 13 week rolling cash flow
- Budgets and forecasts
- Product and pricing review
- Profitability analysis
- Weekly Finance and Flight Deck Meets
- Financial Fitness modules and Monthly group mentoring
- 90 day curriculum with online modules

Cash Growth Solution

Month 1: Start & quick wins

- Q1 12 week plan
- Cash lever quick wins
- 13 week rolling cash flow
- Setup Flight Deck/Dashboards
- Monthly strategy session
- Weekly consulting/ finance / Flight Deck meets

Month 2: Costs & budgets

- Analyse and manage costs
- Set Budgets and forecasts
- Innovation opportunities and best timing
- Monthly strategy session
- Weekly consulting/ finance / Flight Deck meets

Month 3 Lead & leverage

- Quarterly target mapping
- 1 year blueprint
- Quarterly plan, goals, team and profit
- Criteria for opportunities
- Monthly strategy session
- Weekly consulting/ finance / Flight Deck meets

Month 4: Plan & profitability

- Q2 12 week plan
- Monthly strategy session
- Weekly consulting/ finance / Flight Deck meets
- Leading Money Mindset

Month 5: Product & price

- Accounting automation
- Monthly strategy session
- Weekly consulting/ finance / Flight Deck meets
- Profitability COGS analysis

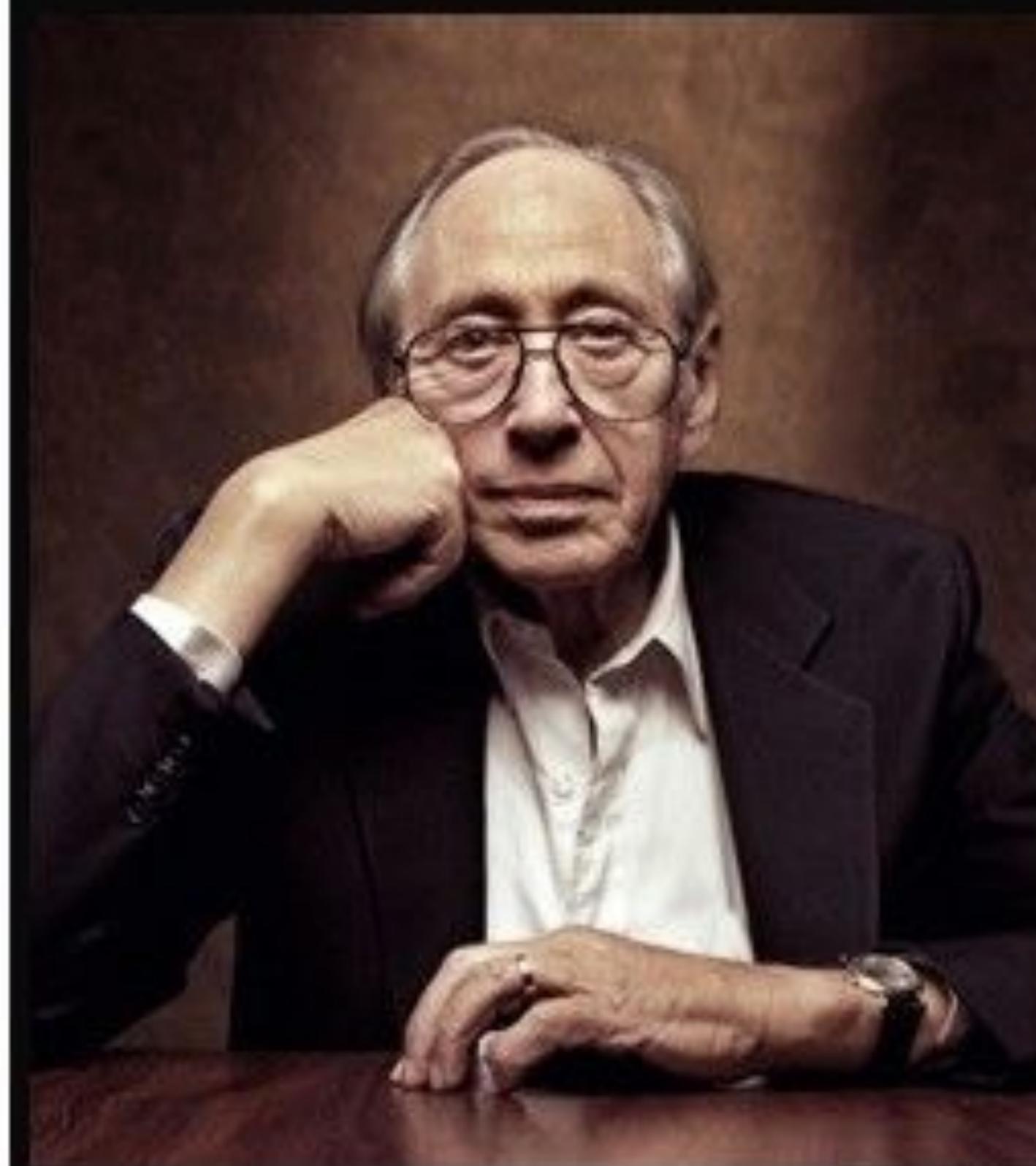
Month 6: Reporting & rhythm

- Accounting automation
- Monthly strategy session
- Weekly consulting/ finance / Flight Deck meets
- Set up for sustainable success

PRACTICAL STEPS TO TAKE NOW

1. Download the slides below
2. Book a Genius Solutions Assessment
3. Join our Genius Solutions Pathway
4. Turn this crisis into an opportunity





The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn.

(Alvin Toffler)