



Business Growth Guy Programmes

1. **Global Strategy Blueprint** (SMBs across various industries): "Unlock your business's full potential by embracing your core purpose - the driving force behind growth. Our Global Strategy Blueprint harnesses the power of strategic influence, guiding you through a compelling story that highlights your unique strengths and values. With a tailored roadmap, your organization will achieve success in local and global markets, transforming your vision into reality."
2. **Entrepreneur's Launchpad** (Start-ups and entrepreneurs): "Begin your entrepreneurial journey with a clear understanding of the driving force behind your venture. Our Entrepreneur's Launchpad provides you with the tools and strategies to captivate your target market. Dive into a compelling story, create meaningful connections, and inspire lasting loyalty as your start up flourishes."
3. **Culture Transformation Accelerator** (Organisations prioritizing corporate culture transformation): "Unleash the power of your core purpose to reshape your organizational culture. The Culture Transformation Accelerator combines insights from thought leaders to create an influential narrative that inspires your team to embrace change. Foster collaboration, inclusivity, and high performance, propelling your company towards a brighter future."
4. **Event Impact Maximiser** (Organisations looking to create successful large-scale events): "Elevate your events by starting with a strong driving force that captivates and engages your audience. The Event Impact Maximiser uses storytelling techniques and principles of influence to craft unforgettable experiences. Connect with your audience on a deeper level, and leave a lasting impression that fuels your organization's growth."
5. **Digital Media and Partnership Amplifier** (Businesses aiming to enhance their digital media presence and build partnerships): "Discover the power of your core purpose in the digital realm, forging strong connections with your target audience. Our Digital Media and Partnership Amplifier blends powerful storytelling with influential techniques to create an engaging online presence. Engage, inspire, and form strategic partnerships that drive long-term success and growth for your business."

Name	Global Strategy Blueprint	Entrepreneur's Launchpad	Culture Transformation Accelerator	Event Impact Maximiser	Digital Media and Partnership Amplifier
Who is it for?	SMBs across various industries	Start-ups and entrepreneurs	Organisations prioritising culture transformation	Organisations creating large-scale events	Businesses aiming to enhance their digital media presence and build partnerships
How long is it?	6 weeks	4 weeks	8 weeks	6 - 12 weeks	6 weeks



Previous clients	<ul style="list-style-type: none"> • A healthcare technology company looking to expand its telemedicine services to European markets. • An eco-friendly fashion brand seeking to develop a market entry strategy for the United States. • A software development company aiming to scale its products and services in the Asia-Pacific region. 	<ul style="list-style-type: none"> • An aspiring entrepreneur planning to launch an innovative meal-kit delivery service. • A tech start-up developing a cutting-edge AI-driven home security system. • A team of designers creating an inclusive clothing line for people with disabilities. 	<ul style="list-style-type: none"> • A multinational corporation aiming to improve diversity and inclusion within its workforce. • A manufacturing company striving to implement a culture of sustainability and environmental responsibility. • A government agency seeking to promote a collaborative, innovation-driven work environment. 	<ul style="list-style-type: none"> • A non-profit organization planning a charity gala to raise funds for education initiatives. • A technology company hosting an annual conference to showcase the latest industry trends and innovations. • A marketing agency coordinating a series of pop-up events to promote a new product launch. 	<ul style="list-style-type: none"> • A boutique hotel looking to increase its online visibility through targeted social media campaigns and strategic partnerships with influencers. • An e-commerce platform seeking to expand its reach by collaborating with complementary businesses and utilising affiliate marketing. • A professional services firm aiming to establish thought leadership through content marketing, guest blogging, and partnerships with industry experts.
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Features	<ul style="list-style-type: none"> Assessment, goal setting, core purpose Market analysis, competitor insights Strategy development, action plan Implementation, monitoring Refinement, adjustments Evaluation, feedback, future planning 	<ul style="list-style-type: none"> Assessment, goal setting, core purpose Market analysis, value proposition Marketing and communication strategy Implementation, monitoring, results analysis 	<ul style="list-style-type: none"> Assessment, goal setting, core purpose Cultural change strategy, action plan Implementation, employee engagement, monitoring Refinement, evaluation, sustainability planning 	<ul style="list-style-type: none"> Event concept, goal setting, core purpose Detailed planning, vendor selection, promotion strategy Execution, monitoring, real-time adjustments Extended planning, logistics, follow-up (for complex events) 	<ul style="list-style-type: none"> Assessment, goal setting, core purpose Digital media audit, partnership opportunity analysis Strategy development, implementation Ongoing monitoring Refinement, adjustments Evaluation, feedback, future planning
Investment	£6,000	£4,000	£7,500	£5,500	£4,500
Launch - 60% OFF	£3,600	£2,400	£4,500	£3,300	£2,700



Past Client examples

1. **Global Strategy Blueprint** (SMBs across various industries):
 - a. A healthcare technology company looking to expand its telemedicine services to European markets.
 - b. An eco-friendly fashion brand seeking to develop a market entry strategy for the United States.
 - c. A software development company aiming to scale its products and services in the Asia-Pacific region.
2. **Entrepreneur's Launchpad** (Start-ups and entrepreneurs):
 - a. An aspiring entrepreneur planning to launch an innovative meal-kit delivery service.
 - b. A tech start up developing a cutting-edge AI-driven home security system.
 - c. A team of designers creating an inclusive clothing line for people with disabilities.
3. **Culture Transformation Accelerator** (Organisations prioritizing corporate culture transformation):
 - a. A multinational corporation aiming to improve diversity and inclusion within its workforce.
 - b. A manufacturing company striving to implement a culture of sustainability and environmental responsibility.
 - c. A government agency seeking to promote a collaborative, innovation-driven work environment.
4. **Event Impact Maximiser** (Organisations looking to create successful large-scale events):
 - a. A non-profit organization planning a charity gala to raise funds for education initiatives.
 - b. A technology company hosting an annual conference to showcase the latest industry trends and innovations.
 - c. A marketing agency coordinating a series of pop-up events to promote a new product launch.
5. **Digital Media and Partnership Amplifier** (Businesses aiming to enhance their digital media presence and build partnerships):
 - a. A boutique hotel looking to increase its online visibility through targeted social media campaigns and strategic partnerships with influencers.
 - b. An e-commerce platform seeking to expand its reach by collaborating with complementary businesses and utilizing affiliate marketing.
 - c. A professional services firm aiming to establish thought leadership through content marketing, guest blogging, and partnerships with industry experts.

1. Global Strategy Blueprint

- Duration: 6 weeks
- Target: SMBs across various industries
- Features:
 - Assessment, goal setting, core purpose
 - Market analysis, competitor insights
 - Strategy development, action plan
 - Implementation, monitoring
 - Refinement, adjustments
 - Evaluation, feedback, future planning

2. Entrepreneur's Launchpad

- Duration: 4 weeks
- Target: Start-ups and entrepreneurs
- Features:
 - Assessment, goal setting, core purpose
 - Market analysis, value proposition
 - Marketing and communication strategy
 - Implementation, monitoring, results analysis

3. Culture Transformation Accelerator

- Duration: 8 weeks
- Target: Organisations prioritising culture transformation
- Features:
 - Assessment, goal setting, core purpose
 - Cultural change strategy, action plan
 - Implementation, employee engagement, monitoring
 - Refinement, evaluation, sustainability planning



4. Event Impact Maximiser

- Duration: 6-12 weeks
- Target: Organisations creating large-scale events
- Features:
 - Event concept, goal setting, core purpose
 - Detailed planning, vendor selection, promotion strategy
 - Execution, monitoring, real-time adjustments
 - Extended planning, logistics, follow-up (for complex events)

5. Digital Media and Partnership Amplifier

- Duration: 6 weeks
- Target: Businesses enhancing digital media presence and building partnerships
- Features:
 - Assessment, goal setting, core purpose
 - Digital media audit, partnership opportunity analysis
 - Strategy development, implementation
 - Ongoing monitoring
 - Refinement, adjustments
 - Evaluation, feedback, future planning

1. **Global Strategy Blueprint** (SMBs across various industries): Duration - 6 weeks

- o Week 1: Assessment, goal setting, and core purpose definition
- o Week 2: Market analysis and competitor insights
- o Week 3: Strategy development and action plan creation
- o Week 4: Implementation and ongoing monitoring
- o Week 5: Refinement and adjustments
- o Week 6: Evaluation, feedback, and future planning

2. **Entrepreneur's Launchpad** (Start-ups and entrepreneurs): Duration - 4 weeks

- o Week 1: Assessment, goal setting, and core purpose definition
- o Week 2: Market analysis and value proposition development
- o Week 3: Marketing and communication strategy
- o Week 4: Implementation, monitoring, and initial results analysis

3. **Culture Transformation Accelerator** (Organisations prioritizing corporate culture transformation): Duration - 8 weeks

- o Week 1-2: Assessment, goal setting, and core purpose definition
- o Week 3-4: Developing cultural change strategy and action plan
- o Week 5-6: Implementation, employee engagement, and monitoring
- o Week 7-8: Refinement, evaluation, and long-term sustainability planning

4. **Event Impact Maximiser** (Organisations looking to create successful large-scale events): Duration - 6 to 12 weeks (depending on the event complexity)



- Week 1-2: Event concept, goal setting, and core purpose definition
 - Week 3-4: Detailed planning, vendor selection, and promotion strategy
 - Week 5-6: Execution, monitoring, and real-time adjustments
 - Additional weeks (if needed): Extended planning, logistics, and follow-up for more complex events
5. **Digital Media and Partnership Amplifier** (Businesses aiming to enhance their digital media presence and build partnerships): Duration - 6 weeks
- Week 1: Assessment, goal setting, and core purpose definition
 - Week 2: Digital media audit and partnership opportunity analysis
 - Week 3: Strategy development for digital media and partnership building
 - Week 4: Implementation and ongoing monitoring
 - Week 5: Refinement and adjustments
 - Week 6: Evaluation, feedback, and future planning

These suggested durations ensure adequate time for assessment, strategy development, implementation, and evaluation. However, they can be adjusted depending on the specific needs of our clients, the complexity of the projects, and the level of customisation required.