



## The Next Level

### Business Growth Programme

Beyond Organic Growth - A Pathway From Aspiration to Execution  
Integrated Peer Group Workshops & 1:1 Coaching over 12 weeks

#### Program Overview

Taking a business to the next level demands the commitment to move from working in the business, to working on the business. It requires a focussed, supportive environment; as well as a structured approach and process.

This program is a journey of learning how to formulate robust growth strategies, and translating them into practical Execution & Action Plans.

It is a journey we at Rothsay undertook ourselves and see the benefits. We want to share this experience with our clients as part of our extended service portfolio.

We are pleased to provide this program in partnership with Business Backstage Pty Ltd.

#### Who should attend

CEOs, Business Owners, Managing Directors of small/medium sized organisations who

- > intend to implement growth strategies
- > are ready to take action and commit time to the planning process
- > look for an environment providing the structure, process and expertise

Bought to you by  
Rothsay Chartered Accountants

Delivered by **business  
backstage**

Duration	12 weeks, 2.5 hrs / week
Location	Rothsay Office, Sydney
Dates	19 Mar - 19 Jun 2018
Fee	\$6,000 + GST Max. 2 attendees

#### TO ENROL OR FOR MORE INFORMATION:

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Business Backstage Pty Ltd  
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or speak to your relationship manager at Rothsay.

#### Programme Format

Learn	&	Do
6 fortnightly 2.5 hr peer group workshops		6 fortnightly 2 hr 1:1 coaching sessions

## Programme Objectives

Learn in a peer-group environment about core principles for business growth.

Apply during 1:1 mentoring sessions the concepts to your business.

Benefit from a structured pathway providing focus, time and expertise.

## Programme Outcomes

A practical, clear Business Growth Plan for your business is the ultimate result.

Integrated strategy *and* execution action plan aligned with your specific situation.

Practical tools and techniques for implementation and change management.

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## Programme Outline & Delivery

Workshop 1 20.03.18

### Setting Revenue Objectives

“Where will the revenue come from?” How to formulate objectives and identify revenue sources

Followed by 1:1 coaching

Workshop 4 08.05.18

### Developing a Sales Plan

How to develop a Sales Plan considering Sales Models, Methodologies, Structure and Process

Followed by 1:1 coaching

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Workshop 2 10.04.18

### Concepts of Customer Value Creation

How to implement a structured approach to Innovation & de-risk investment. Introduction to Blue Ocean Strategy

Followed by 1:1 coaching

Workshop 5 22.05.18

### Planning Execution & Change

How to formulate a 1-page Business Action Plan, Principles of Change Management

Followed by 1:1 coaching

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Workshop 3 24.04.18

### Market Management

How to set marketing priorities, align marketing and sales and get ROI from campaigns.

Followed by 1:1 coaching

Workshop 6 05.06.18

### Reviewing the Business Action Plan

Presentation of individual execution approaches for constructive feed-back and sound boarding.

Followed by 1:1 coaching

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**Group Workshops** run on Tuesday mornings from 8:00-10:30 am  
(Note: dates are subject to change if required)

**1:1 In-house Mentoring Sessions** are delivered fortnightly, in person, at agreed dates between the workshops. Specific coaching topics are agreed and tailored to specific business objectives.  
(Note: in-person delivery applies to locations within 15km of the Sydney CBD)

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## Program Facilitator



**Ursula Dauenhauer, Director of Business Backstage Pty Ltd**, works with leadership teams of B2B organisations who look for fresh thinking, structure and processes to define a growth strategy and lift the revenue performance across customer facing functions, or want to go further and look for Blue Ocean Strategy facilitation to drive innovation initiatives. Over the last 15 years, Ursula has been working with leadership teams of more than 95 Australian small-medium sized organisations. Her straight-talk facilitation style is disciplined and outcome oriented.