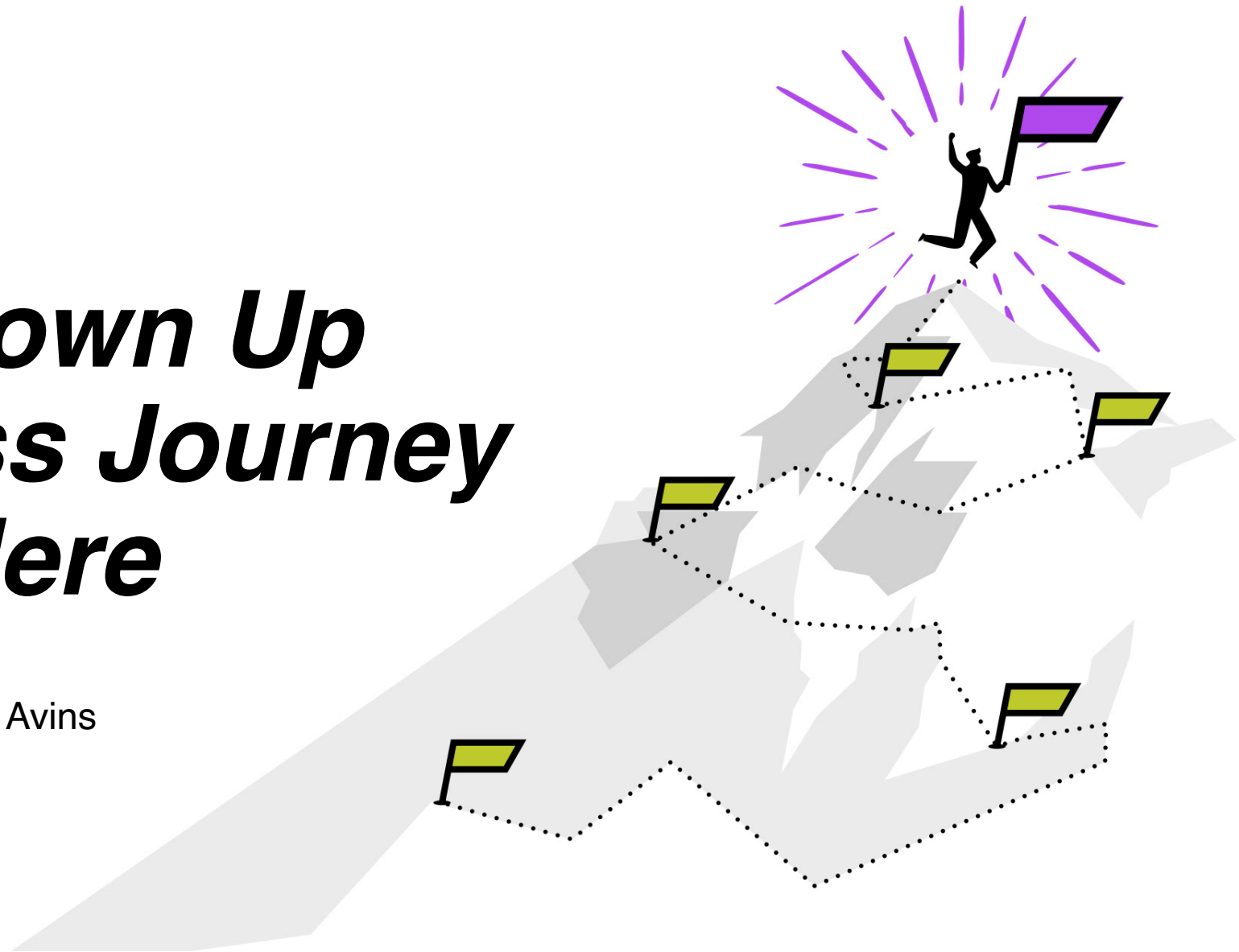




Your Grown Up Business Journey Starts Here

With Master Coach Paul Avins



The world has gone through the most dramatic period of disruption I have seen in all my years of business coaching!

*Covid and global lockdowns have accelerated the digital economy by 5/10 years, redesigned business models and created a perfect economic storm which CAN be the best opportunity for you **if your Strategy is constructed on proven fundamentals** and backed by tools you can trust.*

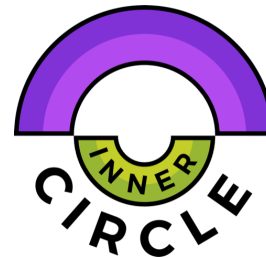
I hope we get to work together on your Scale Up strategy as I know the future that awaits you.

Lets jump into the slides...

Paul Avins

GROWN JP
BUSINESS





CONVERTICO

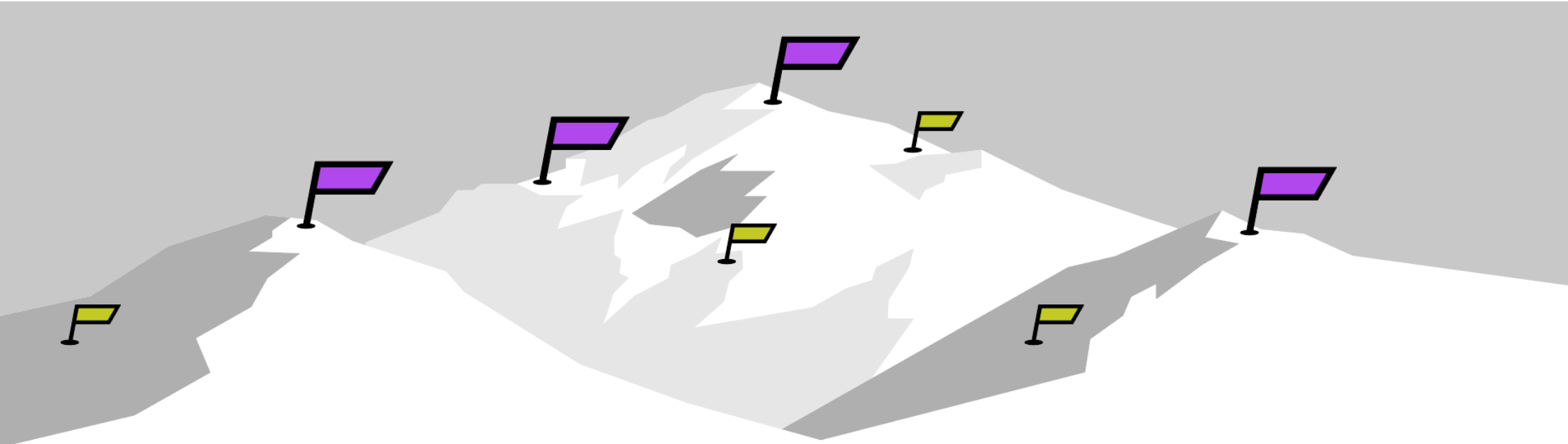
CUSTOMER - CONVERSION - CLARITY



Why Growth Starts with Strategic Planning

- ✦ Less than 1 in 20 UK businesses have a Strategy for Growth!
- ✦ Most business owners ONLY have a plan in their heads (and not on paper) to review and work from
- ✦ NO Strategic Plan means NO team engagement to support the rollout across the business
- ✦ Poor inconsistent growth and stress chasing the next shiny object that never pays off
- ✦ Higher risk of Business Failure





LEVEL  + **TEAM**  + **SCALE**  = **GROWN** 
B U S I N E S S

| LEADERSHIP

| ENVIRONMENT

| VISION & VALUES

| EMPOWERMENT

| LEARNING

| TRUST

| ENGAGEMENT

| ALIGNMENT

| MEASUREMENT

| STRATEGY

| CUSTOMERS

| ASSETS

| LEVERAGE

| EXECUTION

220% Growth in 12
Months of Coaching!

SCALE
UP



SESSION 1

6 hours of Coaching with Paul

- Hosted at Paul's Business Planning Board Room in Oxfordshire
- Access Paul's 18+ Years of coaching businesses to Scale Up
- Complete specific "Growth Work" before to get the most value
- Enjoy a stunning catered healthy lunch and Nespresso Coffee!
- Access Scale Up checklists, videos and Paul's high net-worth network



The Scale Up Strategy Tool Kit



S = Strategic Goals Simplified Model



C

➤ Review your current SWOT

A

➤ Work through the 5 Forces Tool

L

➤ Fill in the Ansoff Matrix to identify growth

E

➤ Revisit and refresh your Vibrant Vision

➤ Find your Blue Ocean Opportunity

➤ Simplify your Product Staircase

➤ Identify your Core Profit Product

*S = Strategic Goals
Simplified Model*

**C = Customers &
Cash Flow Needs**

A

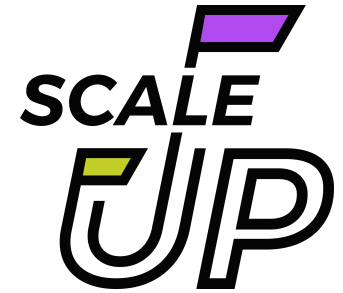
L

E



- Create your dream customer persona and customer journey that converts at high levels
- Review your online presence and branding / website & LinkedIn Profile
- Map the 4 types of customer fuel you have now and that you'll need in the future
- Identify cash needed to fund growth over the next 1, 2 & 3 years
- Identify the Top 3 marketing investments needed - digital or physical
- Map out your Expert Market Positioning

Colin Porter...



just got some info from accountant that i thought you would like, £118k profit in july, i have to credit the F12 and the resulting work with a lot of that..

17:17

Wow! That's a HUGE swing from a £150k Loss last year



17:18 ✓✓

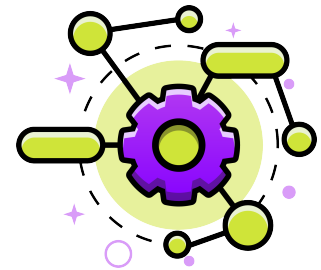
*S = Strategic Goals
Simplified Model*

*C = Customers &
Cash Flow Needs*

**A = Assets and
Automation**

L

E



- Identify current **friction points** in your systems and find the fastest way to flow
- Work through the Profit Pipeline™ to find new cash and **STOP** cash leaking out!
- Look into your marketing systems to ensure you can get a far higher ROI for your spend
- Identify all the current digital and physical assets you have and what you'll need to scale up
- Flowchart the critical areas you'll need to automate to save you time and costs as you scale up

*S = Strategic Goals
Simplified Model*

*C = Customers &
Cash Flow Needs*

*A = Assets and
Automation*

***L = Leadership and
Leverage***

E



- Review your perfect week and who you need on your Leadership Team for maximum results
- Map out your Team Flow Chart™ for each level of new growth
- Review your key team CC profiles and the Team Report
- Create a 2-3 year recruitment road map as you scale up
- Capture existing IP to be protected



**51.1% up
for the last
6 months
of 2020**

**SCALE
UP**

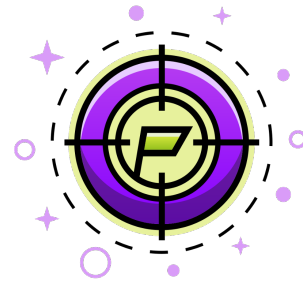
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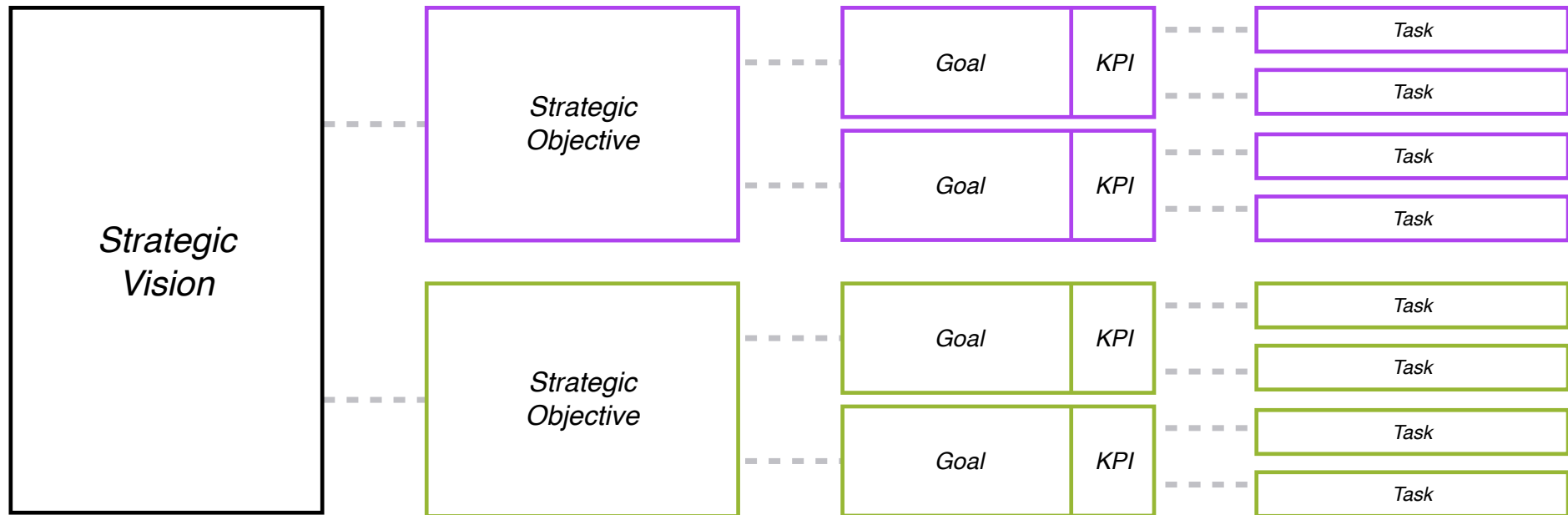
**E = Execution and
Education**



- Together we document the critical 72hr Actions to be taken after each session
- Identify who you need on your Expert Power Team - Critical to Wealth Building
- Identify skill gaps in the current team
- Find the gaps in your own Scale Up knowledge so we can fill them
- Build out a 21 Day Traction Plan to ensure momentum for session 2

SESSION 2

3 hours of Building Your Plan with Paul



You'll Leave with a Scale Up Strategic Plan in Place



Strong Financial Growth

Running the business sensibly whilst delivering market-leading results.

- Grow Annual Revenue to \$4m by 2024
Due 15 Jan 2024
- Maintain profit above 20% on all services
Due 4 Mar 2023
- Keep Churn below 3% per annum
Due 31 Jan 2024

Fantastic Customer Service

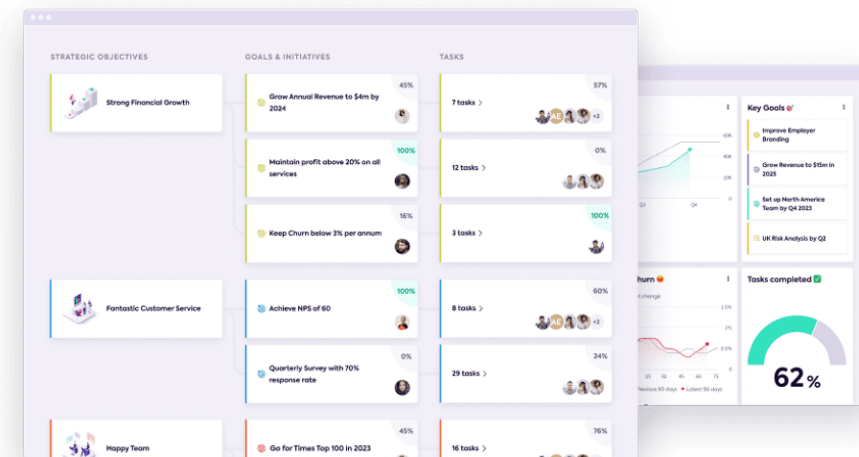
Leading the market with fantastic customer service.

- Achieve NPS of 60
Due 1 Dec 2024
- Quarterly Survey with 70% response rate
Due 20 Jan 2024
- Maintain first line response of <60 minutes
Due 31 Mar 2023

Global Ambition

Grow to at least 75% international revenues by 2025.

- Open new DACH office
Due 31 Jan 2024
- Build and maintain strong employer branding





Bonuses Included to Accelerate Results

- ✚ 5x Contribution Compass Profiles for your Team
- ✚ 1x Team Report & Review
- ✚ 1x Ticket to the 2 Day Scale Up Retreat in the UK (Sept)
- ✚ 14 Day Free Trial of our Online Strategic Planning Software
- ✚ £1k voucher towards Scale Up Coaching Program*
- ✚ Protected by my100% Money Back Growth Guarantee



About Your Scale Up Coach - Paul Avins

Paul is one of the UK's most sought after Business growth experts who has worked with over 3,500 entrepreneurs and industry leading brands.

With a passion for helping others reach their potential, he has spent the last 18 years coaching business owners, who have gone on to SCALE their companies creating significant shareholder value in the process.

Founder of the F12 Mastermind, Team Dynamics Global and Funnel Dynamics Paul has achieved numerous industry awards as well as recognition for his clients' successes in the fields of Business Growth Coaching, Leadership and Team Building.

In 2019 he acquired a major share of the profiling tool Contribution Compass to help him better serve his clients and their teams. He's written 5 books, been interviewed on local and national Radio and is followed by over 10,000 entrepreneurs across his social media accounts.

STRATEGY

”

“The 2 years I spent working with Paul were filled with so many strategies and tactics that there are too many to mention. One strategy I learned in the second month of being involved has delivered literally hundreds of thousands of pounds of Investment from my existing network of clients. I’ve made some great friendships and done some amazing business.”

– Nick Carlile, Shepherd Cox Group

COACHING

”

“We’ve had coaching before, both within Chiropractic and with other marketing or business gurus and none of them have the level of structured content, compassion and commitment to your success than Paul. Our profits have doubled in the last 12 months.”

– Rosemary & Neil Folker, Norwich Chiropractic

AUTOMATION

”

“The systems and tools that Paul’s Programme has introduced me to have helped me to scale and grow my business by 200%.”

– Nicola Whiting, Titania

LEADERSHIP

”

“I’ve been a member of Paul’s mastermind from its second year and it just keeps getting better and better. I love the concept, Paul’s insight and views, the support I get from the people and the constant learning. I’ve grown as a person, and as a business. Paul offers a safe, comfortable environment to be vulnerable, offer support and learn.”

– Jeff Lerner, JLA Associates

EXECUTION

”

“Paul delivers a very powerful experience, after working with him we grew from 3-18 employees almost overnight! You walk out of the room thinking Oh My God there are no more excuses for not taking action!”

– Roger Farrell, Brookwood Accountancy

Frequently Asked Questions

🚩 **Does this replace coaching?**

No, but it's now the way most clients start working with Paul

🚩 **Will I feel overwhelmed?**

Paul's skill is to deliver the coaching in a way that works with your preferred learning style

🚩 **What if I get stuck between sessions?**

You still have access to Paul via e-mail, WhatsApp & 20 minute Power Calls to get you "unstuck"

🚩 **What if I don't get the Value?**

It's highly unlikely but you are protected by Paul's 100% Money Back Guarantee* (T&C's apply)



*“Your next **BIG** idea or Breakthrough Strategy will not come to you while you are sat at your desk. You need to be in an environment that inspires you to think and act at a higher level!”*