

2019 Scaling Up Masterclasses

Brisbane - August 21-22

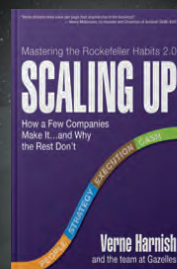
Adelaide - September 4-5

Sydney - October 9-10

Grow your business with industry-dominating
strategy, predictable execution
and healthy cash-flow.

"I recommend these Masterclasses to you because they are taught by business owners & leaders who have used the Scaling Up framework to create great companies. **Dr Glen Richards** of **SharkTank** fame; **Andrew Geddes** who chaired Greencross Limited from its initial listing to top 200 ASX company; **Anna Samios**, Certified Scaling Up Coach who is part of my team on the ground in Australia and works with scale ups daily; **Alan Miltz** who wrote the cash management chapters of my book "Scaling Up"; and **Moir Geddes** who is Executive Producer of Seven Network's small business television series Kachie's Business Builders."

-- Verne Harnish--



SCALING UP
Rockefeller Habits Certified

This accelerated 2 day masterclass puts together decades of hands-on experience, the latest tested and trusted cutting edge leadership tools, plus individual 1-on-1 support. It will equip you and your team to grow as fast as possible.

What past participants have said... Sydney 2018

"10/10 for all presenters"

"inspirational + pragmatic = magic"

"great content delivered with humour and easy to understand"

"fantastic, approachable & motivational"

"I've just walked into my office for the first time in years and know precisely what I have to get done - incredible clarity"

Scaling Up Masterclass **Day One**

8.30 am Participant's Introductions

9.00 am What makes the highly profitable Scale Ups Successful?

- You need a Governance structure to ensure planned actions are implemented...lessons from Greencross Limited's development from a small business to a top 200 ASX Company.
- Vision/purpose/focus/values/three things to nail this quarter/functional responsibilities/pattern of meetings/budgets and KPI's.

9.30 am Crafting business improvement goals to motivate your team

- Work through a proven process to set your Big Hairy Audacious Goal
- Set your 3 year goal and one year goal.
- Achieve whole team alignment by setting highly achievable quarterly goals.

10.30 am morning team

11.00 am Strategy – attracting more ideal customers with your marketing

- Who is your ideal customer?
- Identify or create your real differentiators
- Crafting your Brand Promise Guarantee

12.30 pm Lunch

1.15 pm Keeping your ideal customers

- Building a digital marketing machine to develop strong relationships with your core customers.

2.15 pm Getting your team focused on what matters

- Group working session "What three things does your team have to nail this quarter?"
- Using project teams to drive innovation and implementation.

3.00 pm Afternoon Tea

3.15 pm Understanding your leadership style and improving your performance as a leader

- Building your leadership improvement plan "How well do you work with your team?"
- Understanding people's differing communication styles and preferences to improve group effectiveness. Behavioural self-analysis working session.

5.00 pm Drinks and dinner

Join us in a celebration of successful business.

- Discuss the day's learnings with your colleagues. Build new friendships. Have one on ones with the faculty members. Ask those extra questions. This is a great opportunity to share experiences and insights.

Special Note from Faculty

If you asked us after 40 years of working with smaller companies, what is the difference between highly profitable growing companies and stagnant ones, we'd have to say:

"Implementation of actions!!!".
So how do these companies do it?

The answer is...by building a Senior Leadership Team AND THEN creating Project Groups involving team members at all levels to solve problems and create solutions and do stuff without having to seek approval from the CEO!

This self-confidence, combined with confidence in one another and in the organisation, motivates winners to make the extra push that can provide the impetus to manage through periods of high change and competition.

It's a change from the old command and control operational structure that dates back to the turn of the 20th Century!

To evolve successfully, businesses need to be intentional about leveraging leadership across the entire organisation. Everyone is a leader of their area of responsibility.

And the creation of a Senior Leadership Team builds trust through collaboration. A trustful work environment assists in recruitment and retention of a winning team.

These masterclass will allow you to work with your Senior Leadership Team on your business's future profitable growth. They are not a series of lectures to be sat through. They are hands on and high impact.



Andrew Geddes, Dr Glen Richards & Anna Samios

Scaling Up Masterclass Day Two

Learning from those who have done it!

8.30 am: Scaling up lessons with Shark Tank's Dr Glen Richards

10.00 am: Morning tea

Making sure you don't run out of cash!

10.30 am: Where will the money come from? Cash and capital management working session with Alan Miltz.

12.30 pm: Lunch

How can you improve your leadership?

1.30 pm Building your leadership improvement plan ... group working session

- What do you have to do to improve your leadership team this year?
- What do they want more of from you?
- What do they want less of from you?
- What do they want none of from you?

- What plans do you have to develop your self-awareness and inter-personal skills?
- What events will you attend? Who will you go with?
- How will you improve your insights into the consequences of your actions?

What actions need to be done, by whom, by when?

2.30 pm: Building your detailed "swimlanes" (actions your team has to nail this quarter, KPIs, Accountabilities & Responsibilities) after the masterclass; quarterly meetings and other assistance available to you

3.00 pm: Masterclass conclusion.

- Participants who wish to continue completing their One Page Strategic Plan have the opportunity to work with the facilitators during this time.

5.00 pm Close

Your Presenters

Shark Tank's Dr. Glen Richards *

Founding Managing Director (retired) of Greencross Limited. Glen applied this Scaling Up framework to scale Greencross from a one vet clinic in Townsville to the ASX 200 company it is today with an annual turnover of over \$800m. Glen will be live in Brisbane and join the other groups by live video link.

Verne Harnish

Verne Harnish is the author of the bestseller Mastering the Rockefeller Habits and Scaling Up which was internationally awarded as the Best General Business book published.

Verne is the founder of world-renowned Entrepreneurs' Organisation (EO) with over 14,000 members worldwide, and chaired, for 15 years, EO's premier CEO program, the "Birthing of Giants" held at MIT, a program he still teaches today.

Anna Samios

Anna's unique and authentic style shines through her cutting-edge, practical delivery. Wildly passionate about working with Australian businesses she has proudly worked with over 240 Australian companies. With over 25 years of hands-on experience in the strategic and execution space, from the big end of town through to multi-generational, privately-held family businesses, Anna knows how to guide Leadership Teams to successfully & sustainably grow. Anna is internationally recognised and an award winning certified Scaling Up Coach.

Andrew Geddes

Former Chairman (retired) of Greencross Limited who worked in the trenches with Glen from the early days. Andrew is a specialist Senior Leadership Team improvement coach.

Alan Miltz

Alan is the author of the cash chapter in Scaling Up. He has assisted hundreds of businesses improve their cash flow management and capital and debt management. You will be asked to bring some financial data on your business so you can calculate some important cash management ratios in the workshop. The insights from this could be vital to your on-going success!!!

Moira Geddes

An accomplished television professional in front of and behind the camera, Moira has experience as a Senior Presenter and Executive Producer at News Corp Australia, Sky News Business and Thompson Reuters and will provide insights on content marketing and publishing.

* Glen will teach the class in person in Brisbane and by live video link in Adelaide & Sydney.

Verne will join the group by live video link and answer the group's questions.

Seats are strictly limited

Scaling Up Workshop Details

Brisbane Wednesday August 21st
Thursday August 22nd
Hotel Grand Chancellor
23 Leichhardt St, Brisbane

Adelaide Wednesday September 4th
Thursday September 5th
Hotel Grand Chancellor
65 Hindley St, Adelaide

Sydney Wednesday October 9th
Thursday October 10th
Strathfield Event Centre
Strathfield Golf Club
Free parking!
52 Weeroona Rd, Strathfield

Investment

\$1,995 First Attendee

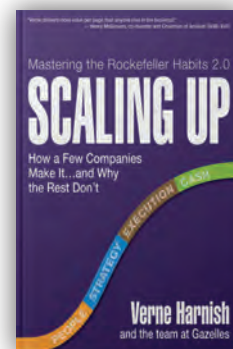
\$1,795 Additional Attendee

Time

8:00am - 8:30am registration

8:30am - 5:00pm training days

[Register Online](#)



"Glen and his team applied the Scaling Up framework explained in these books to scale Greencross from a one vet clinic in Townsville to the ASX 200 company it is today with an annual turnover of over \$800m."

Register now

We will be attending: ☐ Brisbane ☐ Adelaide ☐ Sydney

Firm _____ Phone _____

Attendee 1 _____ Email _____ Role _____

Attendee 2 _____ Email _____ Role _____

Attendee 3 _____ Email _____ Role _____

Attendee 4 _____ Email _____ Role _____

Payment details

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