



BUSINESS
CHAMPIONS

BUSINESS CHAMPIONS PROGRAM



*If knowledge alone can bring in wealth, then our professors
would have been the wealthiest people in the world.*

***ACTION** is the key!*

Takeaways

1. GIVING SHAPE TO THE DREAMS

- Purpose
- Personal Vision
- Vision Board
- Short term goal
- Game of Leverage
- Priorities In life

2. FINDING JOY IN BUSINESS

- Personality & Business
- Your Personality Type
- Your Natural Strengths and Natural Roles
- Balancing Act - Counter Power Centre
- Joyous Teams

3. ORGANISE YOUR ORGANISATION

- LMT Assessment
- Organisation Structure
- Organisation's Health Assessment - Wheel of Business
- Job Descriptions - Roles and Responsibilities

4. MIND YOUR BUSINESS

- Company Values & Policies
- Replicate to Replace
- Level 1 - Business Model
- Level 2 - Swimlane
- Level 3 - Process Low Diagram
- Standard Operating Procedure
- Templates and Formats

5. NATURAL STAGES OF BUSINESS

- Organisation's Lifeline
- Company's Growth Stage
- Pitfalls & Focus area
- Efficiency & Effectiveness Metrics
- TIMWOOD
- Cash-to-cash cycle

6. EMPLOYEE CENTRIC ORGANISATION

- Joyous Organisation - Maslow's Needs
- Attrition rate, Average Tenure
- Salary & Benefits Benchmarking
- Where is my evening?
- The Law of Averages
- Employer Brand
- Employee happiness Score
- Net Employee Score
- Employee Referral Program
- 360 Deg Assessment



Takeaways

7. MARKETING

- Brand Visibility
- The company as a Brand
- Omnipresence
- KWO
- Social Media Reviews
- Better World Vision
- Brand Positioning
- Consistency: Brand Character
- Marketing Calendar
- Meeting Calendar

8. ART OF SELLING

- Sales Mindset & Customer Focus
- Sales Funnel
- Sales Ratios
- Retail Sales
- Visual Merchandise
- B2B Sales
- Collection of Payment

9. CUSTOMER FOCUS

- Top 20% customers
- Customer Segment
- Value Proposition
- Buyer Journey - Fan Model
- Cost of Poor Management - Lost Customer Analysis
- Customer Lifetime Value
- Customer Acquisition Cost
- Repeat Order / Repeat Customers %
- Customer Complaints
- Customer Feedback collection

10. FINANCIAL WISDOM

- Component of Accounting
- Financial Statements
- Finance Ratios
- Financial Discipline
- Reinvestment
- Budgeting

