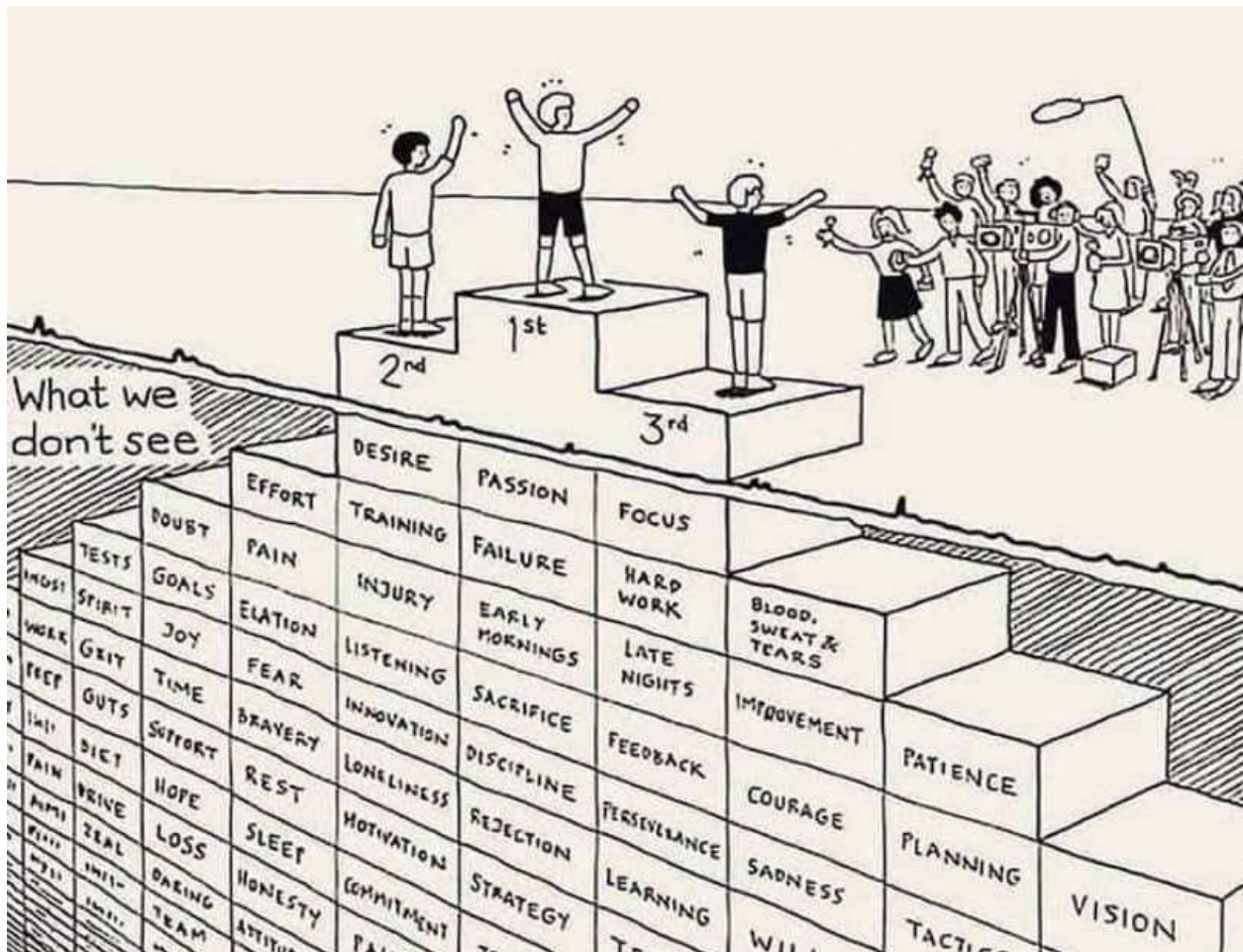


1 Grow Your Business growth support methodology



Grow Your Business is based on the Business Development methodology.

The business growing training is advisory and based on business demand to provide the right level of training for the right growth stage of the business.

Businesses often fail to grow beyond a subsistence level. Owners work for their business rather than the business working for the owner.

The BORN incentive aims to help business owners develop business autonomy and gain financial freedom.

2 Grow Your Business (business development interventions) outline

2.1 Early (Baby) phase:

- 2.1.1 Basic management fundamentals
- 2.1.2 Strategic path of the business

2.2 Early growth (Toddler) phase:

- 2.2.1 Funding business growth
- 2.2.2 Formal Financial Management
- 2.2.3 Formal Marketing Management
- 2.2.4 Cash-flow planning, monitoring and management

2.3 Growth spurt (Teen Phase):

- 2.3.1 Repeatable systems and processes
- 2.3.2 Business structuring
- 2.3.3 Early business autonomy

2.4 Branching out (Early Adult) phase:

- 2.4.1 Partnerships
- 2.4.2 Sustainable team growth

2.5 Mature (Adult) phase:

- 2.5.1 Leveraging lessons learnt
- 2.5.2 Providing investor dividends
- 2.5.3 Management by proxy – building full business autonomy

2.6 Cash Cow Business (Retirement) phase

- 2.6.1 Selling the business
- 2.6.2 Business transformation and sector growth investment
- 2.6.3 Exit strategies and exit cash rewards