



# ACCELERATE

*For Business Leaders*

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For business owners ready to break through the entrepreneurial ceiling, maximise potential, and fast-track success for a lasting legacy.

PRESENTED BY



**ChrisGreen**  
GROW YOUR BUSINESS.



I've been providing strategic business development consulting for regional businesses for nearly twenty years. Although all the businesses I work with are diverse in their offerings, I often notice something consistent no matter the size or type of business:

**Business owners who are stuck in the mud, dealing with too many operational needs, feeling overwhelmed by their workload, unsure of how to take their business to the next level, and losing the spark for the work that once lit them up.**

I regularly see talented, visionary, and enthusiastic leaders burnt out by the demands of their business and the grind of daily tasks as the business hits what I call the "entrepreneurial ceiling." This is when you can't seem to lift yourself up high enough to strategically plan and implement the next stage of business growth and create the space you need to thrive.

#### **Does this sound like you?**

If so, the Accelerate program for business owners may help provide you the skills, tools and resources to push through the entrepreneurial ceiling and design a business that serves you, not the other way around.

#### **Are you ready to:**

- maximise your business and individual potential?
- learn tools that are practical, keep you accountable and actually work?
- increase revenue, profit and work life balance?
- build capacity in your people so they do what you once did?

**I'd love to work with you and help you find this for yourself. Best of all, we're going to do it in only 8 weeks.**

*Chris Green*

Chris Green





# Does this sound like you?

## Your current situation

- Lacking clear direction and purpose
- Drifting and unsure of your goals
- Stuck doing operational tasks that don't nourish you
- Find yourself always putting out fires in the workplace
- Spending a lot of your day managing people instead of being strategic
- Not reaching your business or leadership potential
- Struggling to know where to start to optimise and grow your business

## Would you like to be here instead?

- Wake up every day excited about your work
- Have defined purpose and direction to aim for
- Have a team of people who deliver great operational outcomes, giving you space to be strategic and visionary
- You have strong business systems and processes that help with daily operations
- Have access to tools that help you grow as a person and a professional

The Accelerate Program for Business Owners can help you get there. In two short months, you'll be equipped with the knowledge and resources to create real, impactful business transformation.

# What will you learn?

The Accelerate Program for Business Owners is specifically designed to provide you with the most impactful information, knowledge, and tools so you can start creating meaningful change immediately in your business.

Over 8 weeks, we will cover how your organisation's **ecosystem**, **business system** and **operating systems** interact and depend on each other to create success.



We'll work together to develop your systems and processes to elevate you to a new place of efficiency and effectiveness, giving you the space to:

- Define your personal and professional legacy
- Define how you will compete and win
- Imagine your long-term game plan
- Set 90-day campaign
- Picture your mid-term goals
- Live your 30 day commitments
- Accelerate your journey



# What will you get from this program?

If you attend all eight weeks of the program and implement the concepts and tools covered, I know you will be able to:

- Increase profitability
- Improve productivity
- Build great systems + processes
- Find more customers
- Develop positive workplace culture

I guarantee to deliver real value and positive outcomes for your business in the Accelerate Program.

I can promise that the skills and topics we'll cover together will help you create meaningful transformation for your business and your life.

If, after the eight weeks, you don't think I've provided you with the information, tools, resources, and insights to help you make a positive change in your business, I'll give you your money back.



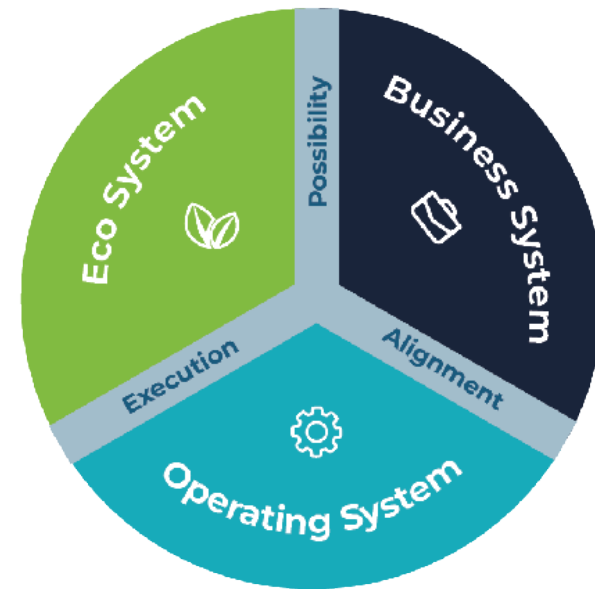
# How will you learn?

- Interactive coaching and support**
  - Weekly online group sessions for eight weeks.
  - Chat support with Chris – to help you work through challenges.
  - Online curriculum and workbook to help guide you through each module.
- Educational tools and resources**
  - Welcome pack including workbook, journal, and recommended reading.
  - A copy of Chris's book "Business by Design".
  - DISC profiling and Success System inspiration tool.
- Flexible learning and access**
  - All Online – access from anywhere.
  - Self-paced learning, designed to fit around your work and life commitments.
  - Each session is recorded so you can revisit modules.
- Personal development**
  - Understanding your optimum performance zone.
  - Identify direction, execute what matters, and stay on track.
  - Accelerate your journey by developing strategies and actions to reach your goals more efficiently.
- Networking and community**
  - Meet and learn alongside other business leaders just like you.
  - Bonus masterclass from a special guest to broaden your learning opportunities.
  - Your program cohort will have a dedicated online community for support and accountability.

The entire program is delivered for only AU\$1850 inc GST.

# How is the Accelerate Program Structured?

I want you to make the most of the program and begin implementing your learnings immediately, therefore we'll go through one topic at a time to maximise your development. We'll work through eight modules over the course of the program, delivered once per week in a two-hour session.



## Introduction

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### Week 1/Module 1

#### The Success System

Creating possibility. The elements that drive a successful business and the rules on how we compete.

## Eco-System

2

### Week 2/Module 2

#### Crafting our personal legacy.

- Building out our ecosystem.
- Building symbiotic relationships, creating a high-performance culture.
- Defining our values and behaviours, incorporating human sustainability.
- Building accountability and facilitating personal agency.

3

## Think Bigger

### Week 3/Module 3

#### Building our future direction.

- Fostering a winning mindset, defining our customer experience, and navigating the supply stream.
- Crafting and imagining our long-term, short term and immediate goals to define and accelerate our growth.
- Setting measures of success.

## Operating System

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### Week 4/Module 4

#### Executing -Planning - defining our playing field and getting clear on how we compete

- Aligning our Collating people capital, financial capital, and working capital.
- Defining our competitive advantage. One or two in our category.
- Competing against the big boys. Owning and protecting our space

## People

6

### Week 6/Module 6

#### Building our future direction.

- Building a people system.
- Inspirational leadership.
- Managing a modern workforce.
- Creating purpose and belonging.
- Managing underperformance.
- Nurturing talent.
- Creating a high feedback environment. Playing to strengths.

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## Products

### Week 5/Module 5

#### Passion expertise and commerciality

- Creating a client avatar.
- Product lifecycle and the role of innovation.
- Creating a cluster model. Cluster stacking.
- Quality management risk and compliance.

## Promotion

7

### Week 7/module 7

#### Why us, why now, why would anyone care?

- Defining your avatar.
- Positioning through consistency
- Marketing and investment.
- The sales and marketing toolbox.
- The secret of understanding Message/Market/Mode.

8

## Profit

### Week 8/Module 8

#### Know your numbers.

- The magic of triple-two thinking Sustainable pricing models.
- Redefining terms and cash flow.
- The secrets of making a profit in a service-based model / product-based model.
- Benchmarking and creating a scoreboard.
- The fundamental tools of business success

## The Success Map



### You've made it and created your very own Success Map!

- This will create a process for sustainable acceleration and ongoing success that you will use for years to come.
- Review your business success map.
- Business governance for SMBs and best practice.





## About Chris Green

### Author, mentor, strategist and facilitator

Chris Green is the Managing Director of GYB Regional and is a regional consultant who focuses on transforming and growing entrepreneurial businesses.

Chris places great value on understanding his client's goals and outcomes to deliver positive results. He is obsessed with business growth.

Combining practical, commercial, and technical expertise, Chris has significant experience in creating impactful strategic and business development programs and delivering transformative results for businesses around Australia.

A published author, mentor and facilitator, Chris has worked with and supported some of the nation's most successful family-based businesses.

Drawing on over twenty years' experience in supporting entrepreneurial business owners to grow their businesses and realise their leadership potential, Chris takes a collaborative approach with business owners to achieve strong outcomes and outstanding business results.

Having owned and operated a number of regional businesses, Chris has great empathy and understanding of the challenges facing SME owners. Noted for thinking outside the box, his creativity and passion shine through and generate original and powerful pathways for growth.

A keen member of his community, Chris believes in giving back. Chris has sat on many community boards, and been a committee member of local sport clubs and associations.



# Why Work with Chris?

Instead of me telling you, here are some reflections from my clients.



"I'm using Chris as an advisor and that has been really valuable. Chris fully understands what we are trying to achieve here. I feel like I can call Chris when I have something to deal with. Having someone to bounce things off has been really worthwhile."

Scott Brandon  
Managing Director



"Chris knows our business inside out - we have worked with him on many plans over our journey. Chris has helped me work my way out of working nonstop, and now I have some control over my life and that wouldn't have happened without his involvement"

Damion O'Callaghan  
Managing Director



"If Chris wasn't around, we would be plodding along going through the motions. We feel comfortable asking questions on how to grow, how to be more efficient, and where to take the business to get to the next level."

Ash Harris  
Managing Director



"We first did a strategic plan with Chris 12 years ago and have been working with him ever since. I had bold plans, but getting from A to B - I just didn't know how to get there. Chris helped us double our profits in the last few years. He's not just our mentor but also our friend."

Heath Hutcheon  
Managing Director



"If I feel like I'm a bit lost and need some advice, I can ring him up anytime and he will point me in the right direction. I see him as a mentor. The business is high growth and he's worked out all the systems to manage this."

Ross Coates  
Managing Director



"Chris is amazing at facilitating us as a group and putting ideas on the table through our strategic planning sessions. Our team can respectfully challenge each other in a comfortable environment with Chris."

Troy Maxted  
Operations Manager



# Hear from Chris Green

Some of the great places my work and opinions have been published

## Chris's Book, Business By Design



“As a time-management and systems consultant, I highly recommend this book to any business owner that strives for an enjoyable, successful and sustainable business that is not reliant on you being in the daily operational grind.

The case studies Chris shares are unfortunately common these days - many business owners lose the enthusiasm for their business due to exhaustion, limited systemisation, endless challenges and feeling trapped. What shines through in ‘Business by Design’ is that it doesn’t have to be this way! If you follow the advice in this book, you can transition to a scalable, rewarding business that is confident in its team, systems, and direction.”  
- Linda McMahon

Is your business all-consuming, not leaving you with the time to enjoy the things that really matter? Do you want the freedom to choose the work you do, the way you want? Shouldn't your business serve you and your lifestyle? If the answer to these questions is yes, then the way forward is to create a Business by Design.

Written by leading regional business coach Chris Green and drawing on over twenty years' experience in supporting entrepreneurial business owners to grow their businesses and realise their leadership potential, this practical book shows you how to take your business from overwhelm and chaos to scalable and rewarding.

**Real case studies throughout the book show you how to:**

- adopt a breakthrough attitude
- eliminate key-person risk
- rethink and grow your team, and
- create business systems that work

Business by Design will give you the road map to create the business you always wanted but didn't know how to attain.

**YOU'LL GET A FREE COPY WHEN YOU SIGN UP TO ACCELERATE**

## Are you ready to level up?

Fortune favours the brave – it's time to step up and lean into this opportunity to grow your business and achieve your goals.

I would love to meet you, hear about your goals and aspirations, and discuss how this program can provide the outcomes you're seeking for your life and business.

 **BOOK A FREE 30-MINUTE DISCOVERY SESSION**

Like many, you probably have questions about the program and would like to know more about how I deliver transformational value. You can join me in one of my regular Discovery Sessions online to ask questions and get specific information relevant to your business.

Visit [chrisgreen.au/accelerate](https://chrisgreen.au/accelerate) to book into one of my free sessions.

 **SIGN UP TO THE PROGRAM VIA OUR WEBSITE**

When you're ready to commit to your personal growth and business performance, you can book your spot in the Accelerate Program via my website, [chrisgreen.au/accelerate](https://chrisgreen.au/accelerate). Spots in each cohort are limited to ensure you can a great learning experience. Let's work together so your business can start serving you, not the other way around.





