



# Business Growth Academy



The  
**Power  
Within**<sup>®</sup>

The 6-Step Business Growth  
Accelerator System



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## About Us

At The Power Within Training, we're dedicated to redefining leadership excellence.

For years, we've been guiding individuals and organisations to discover and refine their unique leadership approach through our bespoke courses.

Our philosophy is grounded in the latest advancements in neuroscience and cognitive and social psychology. This fusion of science and strategy helps you to find your very own leadership style.

Joining our leadership training journey means embarking on a path to think **bigger**, be **better**, and achieve **more**. Our courses go beyond conventional tests.

We cultivate focused, prepared leaders who are deeply committed to fostering a positive and productive team environment.

Our commitment is to facilitate your growth and transform how you and your business confront and overcome future challenges.

We champion accountability, resilience, and adaptability in the face of change.

At the heart of The Power Within Training is a passion for igniting and nurturing tomorrow's leaders. We're dynamic, compassionate, and relentlessly pursuing positivity and lasting impact.

We believe in challenging and expanding your perspectives on business, teamwork, and personal growth. With us, you'll unlock your unlimited potential and set the stage for achievements that surpass even your wildest dreams.

Join us, and let's make real change that lasts.



## Our Method

At the heart of our approach lies a profound insight into the human condition, bridging the latest in neuroscience with ground-breaking discoveries in cognitive psychology.

This intersection reveals the key to unlocking our potential, opening our minds, and achieving unparalleled success: **Motivational Intelligence**.

Motivational Intelligence (MQ) is the art of overcoming negative thoughts and self-limiting beliefs to overcome obstacles and achieve goals.

It's a concept rooted in the most pivotal and extensively researched areas of social psychology, earning awards such as a Nobel Prize and being hailed as one of the twentieth century's top ten scientific breakthroughs.

But what truly sets Motivational Intelligence apart is its ability to answer the fundamental questions of 'why?' Why do some individuals excel where others falter?

Why can some adapt effortlessly while others are paralysed by change? Why do some give up at the first sign of challenge, whereas others persevere against all odds?

Success is not solely determined by intelligence quotient (IQ) or emotional quotient (EQ). The real game-changer is a high MQ.

This form of intelligence weaves through every monumental human achievement, every overcome challenge, and every story of resilience.

The stark difference between those who succeed and those who struggle lies in their level of Motivational Intelligence.

Recognised as the third and most impactful level of human Intelligence, MQ is the cornerstone of our methodology at The Power Within Training, empowering you to go beyond your limits and craft a legacy of success.



## The Science Behind Motivational Intelligence

We define Motivational Intelligence as “the ability to motivate oneself and others” and we have identified two primary routes for practising Motivational Intelligence.

First, by identifying and managing negative thoughts and self-limiting beliefs. Second, by identifying and managing human needs. To teach Motivational Intelligence to our clients, we integrate the psychological science and neuroscience of motivation into our training programmes.

Our research has found that the psychological phenomenon known as the growth mindset strongly contributes to motivation and success across several outcomes in the workplace. Therefore, teachings of the growth mindset underpin our training programmes. Beyond the benefits of the growth mindset for driving success in the workplace, the growth mindset has been shown to benefit Equity, Diversity, and Inclusion by increasing the comfort with which people of different groups interact.

The latest neuroscientific research converges upon the theory that the brain is a “prediction-making machine”.

As a result, our training programmes combine this research with research on the psychology of motivation so that we can teach our clients how to leverage their subconscious processes to inspire increased motivation in themselves and others.

Scientific research is not just distilled and taught through our training programmes; it is the foundation.

We draw upon the findings from cognitive science and psychological “intervention” research to ensure our clients remember and apply their lessons in practice, making our programmes not just informative but also highly effective.



## The Business Growth Academy

Step up your business game with our CITB approved programme, a dynamic journey through six meticulously designed business growth, leadership, and financial management modules.

Tailored for business owners keen to move beyond day-to-day operations, get off the tools, and drive their enterprises towards sustainable growth, this programme is your blueprint for a more profitable and future-proof business.

The focus is on enabling you to step back, work on your business rather than in it, and ignite profitability, paving the way for growth.

Leveraging the latest strategies in business development, we guide you through identifying, adapting, and swiftly applying straightforward yet powerful tools and techniques.

These resources are specially curated for the construction industry, ensuring relevance and impact.

Consider the analogy of building a house on weak foundations: it's only a matter of time before cracks appear, leading to potential collapse or, at best, a costly battle to prevent failure.

This programme aims to avoid such scenarios for your business. By laying solid foundations, you or your business partner can steer your company towards becoming more robust, focused, and profitable.

In essence, the Business Growth Academy offers you the tools to build a sturdy, profitable business structure that stands the test of time, freeing you from the cycle of constant repairs and allowing you to focus on future success.



## Real Results, Direct Benefits

### Stay Focused on What Matters Most:

With a bespoke 12-month business development plan, you'll concentrate on high-value activities that align perfectly with your goals. This strategic focus ensures you remain on the path to success, never straying from what truly matters.

### Maximise Profitability with Expert Techniques:

Learn how to measure and boost your profitability precisely. Our proven tools and techniques mean you'll never overlook financial opportunities or leave money on the table again.

### Master Leadership and Self-Management:

Enhance your ability to lead and manage with our comprehensive strategies. You'll gain the skills needed to operate both ON and IN your business efficiently, avoiding the common pitfalls of burnout and inefficiency.

### Build Confidence and Select Your Ideal Clients:

Develop unwavering confidence in your business growth abilities. Become the entrepreneur who attracts and chooses customers based on value, not price, ensuring a client base that truly appreciates what you offer.

### Eliminate Doubts and Continuously Grow:

Say goodbye to the 'what ifs' and unlock continuous growth in your business. You'll discover and leverage your full potential with our guidance, ensuring enduring success and innovation.



**What You Can Expect:**

## **Module 1: The C.O.D.E Breaker**

### **Unlock Your Business's Core**

Are you prepared to delve deep and decipher your business's fundamental C.O.D.E?

This initial module reveals why understanding your entrepreneurial 'WHY' is crucial, guides you on maintaining authenticity while building your business, and highlights essential actions for a solid foundation.

### **Master the Building Blocks of Success**

Learn the steps to construct a thriving business from the ground up, focusing on fundamental strategies and sustainable growth within the construction industry.

### **Align Your Vision, Values, and Purpose**

We will explore the significance of aligning your business with your vision, values, and purpose, demonstrating how to shape an enterprise that resonates with both you and your customers.

“

The course was exactly what we needed.

While I have been a director of our construction business for 10+ years, it was only when we branched out into other areas that we realised we didn't have the necessary tools and knowledge required to grow and expand.

The programme is all about putting systems in place to not only allow your business to function on its own but to **grow and develop** accordingly.

- Iain McGill, Property Investor & Company Director

**Learn More:**  
[contact@tpwtd.com](mailto:contact@tpwtd.com)





What You Can Expect:

## Module 2: Your M.E.N.T.A.L Agility

### Master Self-Leadership

Explore the crucial elements of self-leadership, mastering both the 'inner game' of mindset—intention, self-awareness, self-confidence, and self-efficacy—and the 'outer game' of influence and impact.

This comprehensive approach is essential for personal mastery and entrepreneurial success.

### Unlock M.E.N.T.A.L Agility

Discover the key to business success through M.E.N.T.A.L agility, a set of skills that transforms your approach from business owner to entrepreneurial thinker.

This module will teach you the five core components of M.E.N.T.A.L agility: mindfulness, empathy, nerve, tenacity, and adaptability.

### From Ownership to Visionary Leadership

Learn to shift your mindset from simply owning a business to thinking like a visionary business entrepreneur.

Through practical exercises and case studies, this module will enhance your decision-making skills, build resilience, and prepare you to adapt to change, ensuring long-term success.

“

The Business Growth Academy has **completely transformed** the way I view my business and has given me a new set of skills to drive it forward.

- Chris Smith, Director of CJS Builders.

Learn More:  
[contact@tpwtd.com](mailto:contact@tpwtd.com)



**What You Can Expect:**

## **Module 3: The T.I.M.E Multiplier**

### **Optimise Your Time Management**

Learn the art of effective time use rather than time management. This module explores self-management skills that enhance your success at work.

We'll delve into strategies to maximise your time and focus on High Payoff Activities that genuinely benefit your business.

### **Embrace the Power of Delegation**

Discover the T.I.M.E multiplier concept, which encourages you to accept that you can't do everything yourself and helps you prioritise tasks that offer the highest returns.

Learn to delegate effectively, increasing your productivity and focus.

### **Master the Art of Saying No**

Gain the confidence to decline requests not aligning with your strategic goals.

We'll teach you the importance of assessing the 'significance' of your decisions and how this can transform your business approach.

### **Plan Strategically for Immediate Impact**

We introduce unique planning and defining processes that help bring the future into the present, enabling you to plan effectively and execute your business strategy efficiently.



What You Can Expect:

## Module 4: The Business P.R.O.B.E

### Master Your Financial Landscape

Gain a comprehensive understanding of your finances to make informed decisions that significantly impact your business growth and bottom line.

This module dives deep into financial literacy, ensuring you never miss out on profit opportunities.

### Differentiate Key Financial Concepts

Learn to distinguish between critical financial metrics such as markup vs. margin and fixed vs. variable costs.

These distinctions are essential in shifting from merely owning a business to truly controlling your financial destiny.

### Boost Your Financial Performance

If increasing revenue, profitability, and business growth are your goals, mastering your business numbers is crucial.

This module equips you with the knowledge to understand and leverage your financial data effectively.

“

It really has been an **eye-opener** for both myself and the overall profitability of my business.

- Olakunle Babarinde, Entrepreneur & Property Developer / Investor

Learn More:  
[contact@tpwtd.com](mailto:contact@tpwtd.com)



**What You Can Expect:**

## **Module 5: High-Performance T.E.A.M.S**

### **Beyond Ordinary Teamwork**

High-performing teams transcend the basics of collaboration. They operate with clear priorities and a unified purpose, underpinned by a deep understanding of each member's unique work approach.

This module explores the dynamics of building a team that exceeds expectations.

### **Trust as the Foundation**

Discover how the foundation of a high-performing business starts with trust.

Learn to create an environment where leaders and team members can openly share their strengths and express their needs, fostering a setting where everyone is empowered to thrive.

### **Reflecting on Leadership in Team Dynamics**

Address the common challenges in team management and leadership. Understand how "people problems" within your team often mirror the leadership they receive.

We will guide you on how to clarify your expectations and communicate your vision effectively, ensuring your team operates cohesively under your leadership.



What You Can Expect:

## Module 6: G.O.A.L.S Setting & Defining

### Harness the Power of Clear Goals

Learn how clear, well-defined goals can transform your projects and business growth.

Whether you're completing a refurbishment within budget or scaling your construction business to £10M in annual turnover, this module shows you how to set objectives that align with your ambitions.

### Turn Goals into Reality

A goal without a plan is just a wish!

We introduce you to our proven process for setting and achieving meaningful goals by focusing on what's most important to your business's success.

### Make High Performance a Habit

We guide you through setting daily, weekly, and monthly goals to make high performance a consistent practice.

You will also develop a detailed 12-month business development plan, putting your personal and professional aspirations on a fast track to success.

“

I'm really looking forward to implementing the course content into my business over the next 12 months and believe this is going to **accelerate my growth** massively.

- Joseph Duke, Owner of Renovations By Duke Ltd

Learn More:  
[contact@tpwtd.com](mailto:contact@tpwtd.com)



## Why Join the Programme?



It's fully funded via the CITB, with no hidden costs for you to worry about



You'll gain 39-hours CPD accreditation, with no exams at the end



You'll have access to exclusive, private social media networking groups 24/7



You'll receive invites to educational sessions led by industry experts in construction



You'll have access to your own interactive training portal to revisit anytime you like!



You'll receive pro-bono coaching and mentoring from construction sector experts



## Funding Options & Links to Apply

### Support for the UK Construction Sector

Are you involved in the UK Construction Sector? You might qualify for full or partial funding through the CITB Skills and Training Fund, aimed at enhancing skills within the construction industry.

### Grants for the UK Engineering Sector

For professionals within the UK Engineering Sector, there are opportunities for full or partial funding through ECITB grants. These grants support ongoing professional development and skills enhancement.

### Check Your Eligibility Today!

Don't miss out on the chance to fund your growth. Check your eligibility for these funding opportunities now and make your professional development more accessible.

### Construction Employers Registration for Grants & Funding:

<https://bit.ly/citb-registration>

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### Skills & Training Fund:

<https://bit.ly/citb-info>

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### Apply Now - The Business Growth Academy:

<https://bit.ly/businessgrowthacademy>

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### Contact Us:

[0330 133 2975](tel:03301332975)

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**Learn More:**  
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## Programme Delivery Format

### Schedule and Format

Our programme is delivered live via Zoom over three months, with sessions held twice per month, each lasting 2 hours from 5:30pm till 7:30pm.

In addition to the live sessions, you'll spend approximately 1 hour per week working on online training workbooks and your business plan.

### Flexibility and Access

All sessions are recorded, allowing you the flexibility to catch up whenever your schedule allows. You have lifetime access to these recordings, so you can revisit the material as often as needed.

### Support and Guidance

You'll also have 24/7 access to our training mentors and coaches for any additional support or assistance you may require throughout the programme.

### Limited Fully Funded Places

Please be aware that fully funded places are limited. We recommend signing up early to secure your spot in our award-winning business programme.





## Extra Funding Information

### No Hidden Costs

There are absolutely no direct costs to you or your business for participating in this course.

The funding is provided via the CITB Skills & Training Fund, meaning it's a grant, not a loan, and there's nothing to repay.

Funds are paid directly to your bank account, and after receiving the payment from CITB, you will then pay us, the training provider.

While VAT is added to the payment, you can claim this back through your VAT returns, ensuring there are still no costs to you.

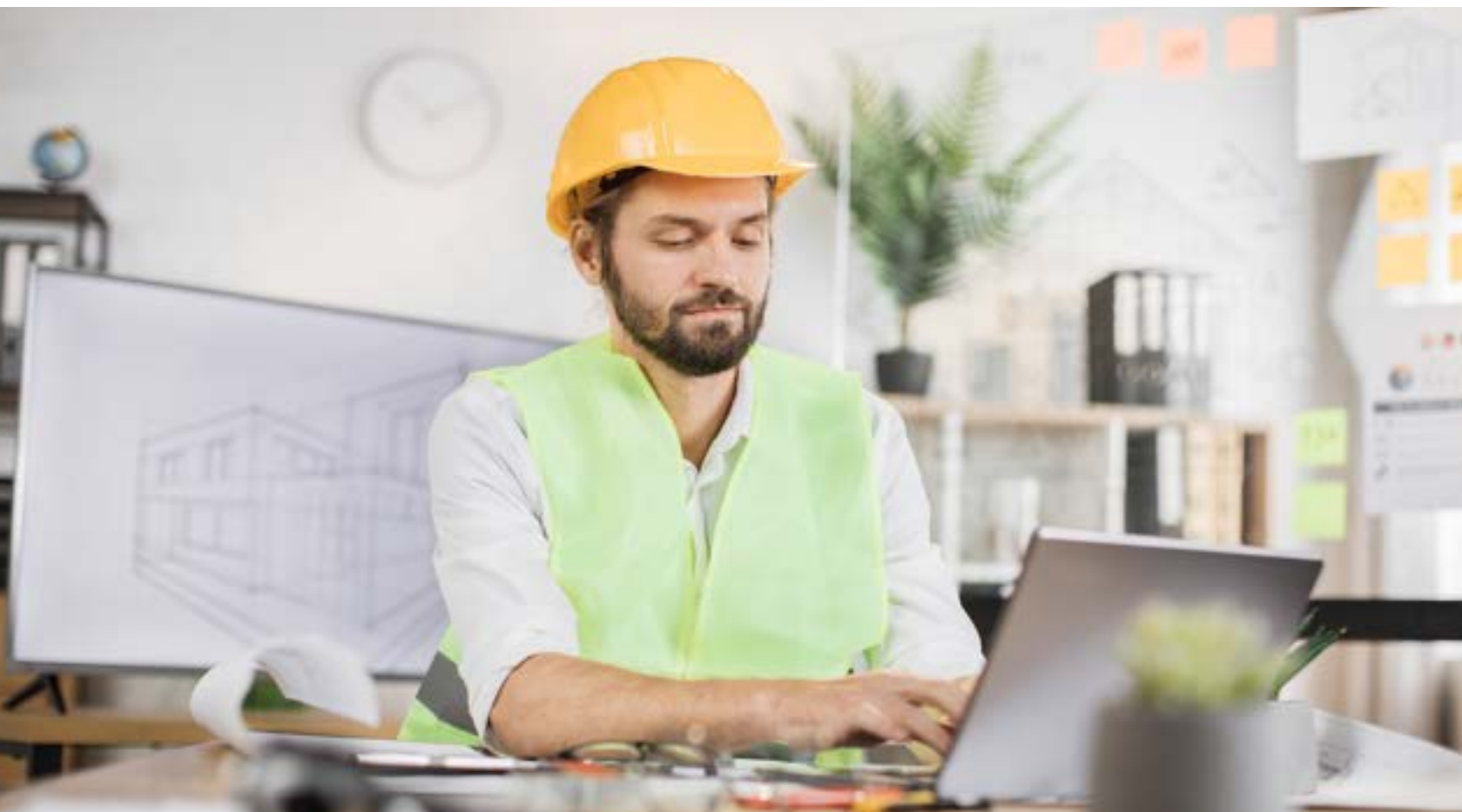
### CITB Membership Costs Vary

Membership to the CITB is free if your company's PAYE salaries total less than £120,000 per year.

If your PAYE salaries exceed £120,000, a membership levy of 0.35% applies.

For example, if your PAYE is £150,000, your company would pay a £105 annual levy (0.35% of the £30,000 excess).

Conversely, a company with a PAYE of £110,000 would be exempt from the annual levy.



## We Also Offer One-to-One Business Coaching

Elevate your leadership and business strategy with our tailored Construction Business Coaching programme.

Designed for Managing Directors, Business Owners, and Senior Executives like you, this coaching offers a path to setting more ambitious goals, achieving them more efficiently, making smarter decisions, and enriching your professional relationships.

Our approach focuses on unlocking your future potential, guiding you to discover and achieve your potential. With extensive experience supporting hundreds of clients, we understand the journey to profitable growth, scale, and significance in your industry.

We step in to help you navigate the complexities of expanding your business, employing increased accountability, innovative management strategies, and the latest industry tools.

Our top-tier coaches and mentors are dedicated to fast-tracking your business's development into a valuable, long-term asset.

Together, we'll craft a practical business plan that seamlessly integrates into your daily operations. This plan will foster growth in business size, profitability, and team development.

We'll pinpoint and address the barriers to further growth, creating more opportunities for you to achieve your business goals and boost your profits.

Our 6-month Coaching & Mentoring Accountability CURVE programme is the crucial bridge connecting your business vision to the tangible actions needed to propel your business towards that vision, ensuring focused, impactful progress which will accelerate your business, leadership, and professional development journey.



The  
**Power  
Within**<sup>®</sup>

# Inspiring the Leaders of Tomorrow, Today

## Contact Us Today!

Our team at The Power Within Training are standing by to make sure you get the help you need.

Whether you have a question, are interested in finding out more or looking for a proposal and more, **we're here for you!**



0330 133 2975



[contact@tpwtd.com](mailto:contact@tpwtd.com)



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