



Business Growth Academy



The
**Power
Within**[®]

The 6-Step Business Growth
Accelerator System



Table of Contents

- | | | | |
|-----------|--|-----------|--|
| 01 | About Us | 08 | What to Expect: Module 3 |
| 02 | Our Method | 09 | What to Expect: Module 4 |
| 03 | The Science Behind Motivational Intelligence | 10 | What to Expect: Module 5 |
| 04 | The Business Growth Academy | 11 | What to Expect: Module 6 |
| 05 | Real Results, Direct Benefits | 12 | Why Join the Programme? |
| 06 | What to Expect: Module 1 | 13 | Funding Information & Programme Delivery |
| 07 | What to Expect: Module 2 | 14 | Contact Us |



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 incredible 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 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 business 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 create a thriving business from the ground up, focusing on fundamental strategies and sustainable growth within the business 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 Business Growth Academy has been an **invaluable experience** for my business.

Through this programme, I was able to develop my goal setting, planning and systemising, with the added **bonus of meeting some incredible business owners.**

I would highly recommend the programme.

- Katie Vance, Company Director of Bubble Flo Health Care

Learn More:
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.

“

There were so many **golden nuggets** to take away from the training that we have immediately implemented.

– Carol McGovern, Business Owner of Soul Space Beauty

Learn More:
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.

Learn More:
contact@tpwtd.com



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.

“

The Business Growth Academy programme was explicitly aimed at small UK based business owners and was **extremely helpful** in focusing on what matters most in business.

- Jeanette Hamill, Director of Hamill Decorating Services

Learn More:
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.

Learn More:
contact@tpwtd.com



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 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



Why Join the Programme?



It's fully funded,
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



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



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



Funding Information & Programme Delivery

Schedule and Format

Our programme is delivered live via Zoom over three months, with sessions held twice per month, each lasting between 2 to 2 and a half hours.

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.

Funding Information

If your business or organisation is based in Scotland, you may be eligible for full or partial funding. For more information, please email us.

Who Can Apply For Funding?

SMEs can apply for funding of up to £5,000 to access training opportunities the Open University in Scotland and independent training providers.



www.thepowerwithintraining.com

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

 www.thepowerwithintraining.com

Copyright © The Power Within Training 2022
The Motivational Intelligence Company ®

All Rights Reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording, or any information storage or retrieval system not known or to be invented without permission in writing from contact@tpwtd.com

