



# Business Growth and Coaching



The  
**Power  
Within**<sup>®</sup>

Think **Bigger** • Be **Better** • Achieve **More**  
The Motivational Intelligence Company

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## 6 Step Business Growth Accelerator System

Fundamentals • Foundations • Growth

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“**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 Business Growth Academy 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

## What is The Business Growth Academy?



Designed specifically for the development of owner-managers within the construction and property development industry, The Business Growth Programme helps you create the future you want for your business and yourself.

Our Business Growth Academy was designed specifically for **construction business owners** just like you. Successful business growth requires understanding critical business growth skills, traits, and characteristics. To make the most significant impact, your business needs to act faster than the competition and do so in a sustainable, practical way.

Our programme has been developed to help you build your business with straightforward, easy to follow strategies that work.

Enabling you and your businesses to accelerate business growth quicker, more profitably and sustainably.

**The result?** More time working on your business, focusing on the action and activities that drive growth for you and the business.

**Achieve more than you ever believed possible!**



## A little more about the Business Growth Academy

The Business Growth Academy is a series of six business growth, leadership and financial management modules **specifically designed** to enable business owners just like you to grow and develop their business in a more controlled and sustainable way.

Most of the participants on this business development programme are business owners looking to get off the tools and spend more time working on the business and generating more profitability, enabling them to grow the business.

We use the **latest business growth strategies** to enable you to correctly identify, modify and quickly implement our easy-to-follow business-building tool and techniques specific to the construction and property development industry.

If you can imagine trying to build a house with really poor foundations, eventually the house will crack and start to fall down, or best-case scenario, you spend hundreds of thousands of pounds trying to keep it from falling down until eventually, you need to cut your losses and end up back to the tools.

So, in a nutshell, that's exactly what this fully funded business programme can do for you and your business; it will allow you or one of your business partners to put the proper foundation in place, building a more substantial, more focused company that is **more profitable** and **future proof**.



# Business Growth Academy: How Does it Benefit You?

Build a personalised 12-month business development plan keeping you focused on high value activities, ensuring you stay on track with your goals.

Gain tools and techniques on how to measure (and increase) your profitability within the business ensuring you never leave money on the table again.

You'll learn self-management and leadership strategies so you can work ON and IN your business, without constantly chasing your tail or burning out.

Develop unshakeable confidence in your business growth skills becoming the kind of entrepreneur that chooses the customers you want to work with, customers who are driven by value, not by price.

No more wondering 'what if?'. You will know how to keep unlocking and growing your true business potential.



# What's included in the programme

## What can you expect?



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

#### The Business Fundamentals.

Are you ready to deep dive into your **WHY** and break the business C.O.D.E?

This module will show you the importance of knowing **WHY** you started the business, **HOW** you can build a business whilst still being authentic, and **WHAT** needs to be done to ensure you have a solid foundation moving forward.

You'll also discover how to build a successful business within the construction industry from the Fundamentals, Foundations to Growth.

Finally, we look at why your **vision, values, and purpose**, understand why they are so critical, showing you how to establish a business that's true to you and your customers.



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

#### The Entrepreneurial Mindset

Self-leadership is about constantly developing the 'inner game' (**mindset**) and the 'outer game' (**action**). The inner game consists of Intention, Self-awareness, Self-confidence, and Self-efficacy (**self-belief**) to achieve Personal Mastery, whilst the outer game consists of influence and impact.

M.E.N.T.A.L agility is the key to all success and failure; without first leading yourself, you will never truly find business success.

Your M.E.N.T.A.L agility is made up of five key components that enable you to make the transition from owning a business to thinking like an entrepreneurial business owner.

# What's included in the programme

## What can you expect?



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

#### Working ON or Working IN

You can't manage time; you can only manage your use of time or your self-management skills. When you have strong self-management skills, you tend to be more successful at work. In this module, we delve into ways to maximise your time and identify your **High Payoff Activities**.

The **T.I.M.E multiplier** is about permitting yourself to accept that you cannot do everything yourself, helping you focus on your high payoff activities instead.

We teach you that it's OK to say no. We show you the importance of recognising the 'Significance' of all your decisions. We teach you our unique planning and defining processes to bring the future into the present.



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

#### The Numbers Game

**Understanding your finances** is essential because it can help you make informed decisions that have the potential to make a significant impact on your business, your growth, and your bottom line.

Never leave money on the table again.

Knowing the difference between mark up and margin, fixed and variable costs, can make the difference between owning a business and the business-owning you!

If you want to increase your revenue, profitability and grow your business, understanding your business numbers makes sense.

# What's included in the programme

## What can you expect?



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

#### The well-oiled machine

High performing teams are far more than a group of people who work together. They have **clear priorities** and **purposes**. There's a shared understanding of how each team member or subcontractor prefers to approach work.

The foundation of a high-performing team or business begins with trust. And the development of faith starts with creating an environment, where leaders and team members can openly disclose which strengths they feel they bring to a team and what support they need to be their best selves at work.

The truth is all people problems are a direct reflection of the business owner's leadership and management. A team that doesn't do things your way probably have no idea what your way is.



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

#### The Accountability System

We all work best with clearly defined goals, from completing a refurb on a budget to growing your construction business to £10M annual turnover.

Remember the old saying, though – **a goal without a plan is just a wish!** We'll teach you our tried and tested process for setting and achieving your objectives by focusing on what matters most to you and your business.

Looking at your daily, weekly, and monthly goals, we help you make high performance a habit. Best of all, you'll develop a detailed 12-month business development plan so you can get your personal and professional goals moving in the right direction immediately.



# Why Business Coaching For Construction?

- Tired of working hard but not seeing the financial rewards?
- Are you subcontractors earning as much as you do but with less hassle and fewer hours?
- Is your cashflow constantly causing you issue and problems?
- Does the thought of paying your VAT returns keep you awake at night?
- Your clients causing you stress and always complaining and looking for something for nothing?
- Would you like to have more time with your family rather than working 24/7?

**If you can answer 'yes'** to one or more of the questions above, then you have come to the right place.



# Why Business Coaching For Construction?

**We understand** the problems construction owners face and will assist you in solving all the issues you may have. We will also advise how you can implement successful strategies into your business with his 7-step coaching accelerator programme.

Working with **more than 500+** SME construction companies over the years, we know exactly how to drive business success and get you back on track.

**Get off the tools, make real money, and get your life back!**

We offer coaching for SME construction and trades business owners that makes a real difference to you and your business growth.

**Coaching sessions are designed for you**, the construction company owner who is looking for that personal touch to help them achieve the goals for their business that they don't have time to work on alone.

Our unique coaching platform focuses on helping our clients measure the return on investment in their personal and business performance with a comprehensive online tracking programme, measuring your progress at every step.

It's not about what you know, it's about what you don't know, the stuff no one tells you about and then how to implement this into your business to ensure a steady growth plan.



# Why Business Coaching For Construction?

SME business coaching can **make the difference** between having a company that experiences long-term performance plateaus accompanied by high-stress levels and unreasonable time demands and having a growing, enjoyable, and successful business.

Small business coaching is **NOT** about a cosy chat or a consultant telling you what to do.

It **IS** about equipping and educating you as a business owner to make better decisions for you and your business and making sure you apply the actions to make change happen.

## If you are looking for:

- An independent set of eyes on your business and your performance.
- A business mentor to hold you accountable.
- An independent viewpoint for testing ideas and an informed sounding board.
- A professional coach and mentor who knows how to help you overcome your roadblocks in business and drive results.

**Our Business Coaching programme is could be just for you!**



## About: The Power Within

The Power Within Training is the Motivational Intelligence company dedicated to helping businesses become more accountable, resilient, adaptable, and capable of handling all challenges they may encounter throughout their careers, no matter their complexity.

Led by the husband-and wife team, James and Enas, The Power Within Teams of motivational experts is on a mission to inspire people worldwide to think bigger, be better, and achieve more.

The Power within Training & Development is a unique motivational intelligence company that strives to inspire the world's business leaders of tomorrow. The firm supports modern businesses of all shapes and sizes, giving them the tools, techniques and knowledge to **think bigger, be better and achieve more.**

With their ground-breaking Motivational Intelligence formula, James, Enas, and their team of specialists and professionals can guide clients to greater self-awareness, self-confidence, and self-belief, enabling them to achieve their true potential and, thereupon, live lives of fulfilment, happiness, and success.

Motivational Intelligence Revolution (or MQ) is the third level of intelligence after intellectual and emotional intelligence and has the most significant impact on job performance and satisfaction. By channelling one's MQ, Individuals are given the power to pursue personal and professional success at all levels.

The Power Within's unique formula has enabled the firm to grow its reputation for effective motivational, leadership and business growth services. It now has a clientele that spans Scotland, the UK, and reaches Saudi Arabia and Dubai, thanks to increasingly prevalent digital learning capabilities.


Four central philosophies drive the team: **Be Courageous** and ask the hard questions that instil courage in others: **Never Stop Learning** and always strive to be the best at what they do: **Uncover Your Potential** and build strong relationships that are the foundation for personal evolution: and **Be Yourself**, acting consistently with integrity and transparency.





The  
**Power  
Within**<sup>®</sup>

Our team at The Power Within 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!**

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