



Business Scale-Up Academy



The
**Power
Within®**

Get Ready to DISRUPT the Industry!



Table of Contents

- 01** The Business Scale-Up Academy
- 02** What You'll Cover in the Programme:
Module 1: It's Not Me, It's You
Module 2: The Customer's Journey
- 03** What You'll Cover in the Programme:
Module 3: Getting Serious About Marketing
Module 4: Hack the Industry
- 04** What You'll Cover in the Programme:
Module 5: The Exit Game
Module 6: Rise of the Machines
- 05** Bonus Module: Mission to Mars



The Business Scale Up Academy

This course is designed for progressive and ambitious business owners, trainee entrepreneurs, and apprentice millionaires who want to take their business to the next level.

The level they haven't even thought about **yet**.

This course is for directors and owners who want their business to be SIX stars, whereas others fight to achieve five. It's for would-be entrepreneurs who want to look beyond finding a "Differentiator" and totally DISRUPT their industry.

This course is for the 0.5% that scream I CAN, rather than the 99.5% that scream I can't.

Only the ambitious need apply.

Course Outline:

6 High Impact Modules
delivered over three months.

Peer Group Format
delivered with a small group of like minded business owners.

Course Investment:
£3500+VAT

Bonus Module (Optional)
Mission To Mars: the BIG Picture Planning

**Optional 1-1 Support
(Included at No Extra Cost)**
Get 3 hours of individual progress and evaluation on a 1-1 basis to ensure maximum implementation of the Scale Up strategies.



What You'll Cover in the Programme

Module 1: It's Not You, It's ME

A dive into YOU as the business owner as you can easily go from being the business's biggest asset to becoming its biggest liability.

Here, we start to change that traditional business owner **thinking** into an entrepreneurial mindset of **doing**. We'll look at behaviour traits and what makes us do things in a particular way; some are business building, others are business damaging.

“

The resources received are incredible and put the content in a way everyone can understand and implement.

- Steven Solloway, MD of Silver Arch Property Group Ltd

Module 2: The Customer's Journey

Forget “amazing” Customer Service; that's expected; that's the **MINIMUM** today. The key to customer success and retention is down to the customer **experience**, and that starts long before you even know they exist.

Hold on tight for this one; conventional thinking is about to be challenged. We'll introduce the “11 Steps of YOUR Customers Journey”; you'll be shocked at how many of those steps you don't even know your prospect exists yet.



What You'll Cover in the Programme

Module 3: Getting **SERIOUS** About Marketing

This is the stuff no one tells you about. Most businesses are too busy shouting because they never started by LISTENING. Listening to what their customers really want, finding out what their customer's pain points really are. This module asks the hard questions to deliver the right answers. It's an entire module to complete before you even START marketing.

“

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

- Olakunle Babarinde, Entrepreneur & Property Developer / Investor

Module 4: Hack The Industry

Forget being good; that's yesterday's hero. Customers expect good, and they ain't paying a premium for it either. This isn't just about finding your "Differentiator"; this is about kicking conventional thinking and **DOING** into touch and **DISRUPTING** your industry.

This module is about leaving your competitors wondering what happened – and leaving your **CUSTOMERS** thankful it did. 99.5% of those reading this are **NOT** ready for this, but you will be!! This is what customers **WILL** pay a premium for, and gladly too...



What You'll Cover in the Programme

Module 5: The Exit Game

Working in your business will earn you a living; selling your business could earn you a fortune. That's the glossy bit; the reality is over 80% of businesses in the UK that get listed for sale NEVER sell. You will exit your business at some point through sale, succession, or exiting in a wooden box with brass handles. This module takes you on a journey towards a lucrative exit.

We'll share how to use the "Three Pillars of Exit", Credibility, Scalability, and Profitability, which, combined, create DESIRABILITY. After that work is completed, you will find that you have a profitable and enjoyable business. Why would you sell that?

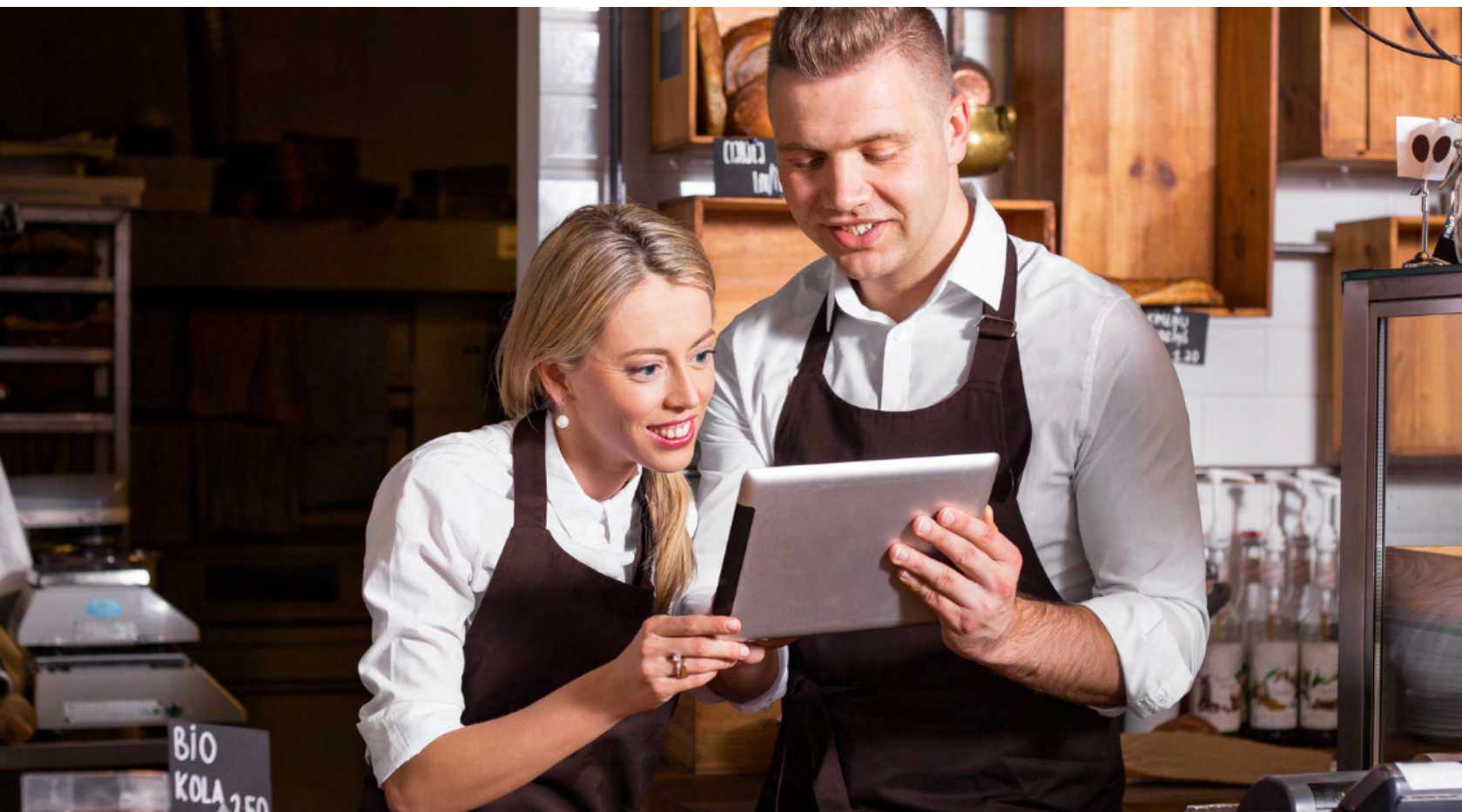
Every business should be built to sell – whether you do or not is actually irrelevant.

Module 6: Rise of the Machines: Was Terminator a Documentary?

For some, "AI" is a fad, and "Artificial Intelligence" is a buzzword. For others, it's an exciting step not just for scalable growth but for first-mover advantage. "The world is moving at the fastest pace it ever has, yet the slowest it ever will". This module is going to focus on the "AI Basics" and challenge every business owner to embrace the change. AI is NOT going to take your customers. AI is not going to make you lose staff. AI is not going to put you out of business.

BUT A COMPETITOR USING IT WILL.

Then, we're going to dive into where AI is really getting results for small business owners. Marketing has changed beyond all recognition. Customer quotes, estimates and follow-ups are no longer sacrificed as AI "has your back". Call management, customer enquiries, and content creation are now safely in the hands of YOUR AI Friend – and not a penny in salary or NI to pay either...



Bonus Module

Bonus Module: Mission To Mars

We wrap up the Business Scale-Up Academy by glueing everything together in “Mission to Mars”, planning for the longer journey. Creating a FIVE-YEAR vision for you and your business.

This is absolutely not one of those awful business plans that business agencies insist you do. You know, the 200-page “plan” that you see TWICE, initially when you create the thing, then again a year later when you’re looking for those “triple A” batteries in the top drawer.

The Mission to Mars is a VISION planner. It has EIGHT sections, each challenging the other to ensure accuracy. The best bit is that we do this on ONE sheet of paper.

How can you plan for profitable growth if you don’t know the journey?

“

It is **easy to follow** and presented in a sensible format continually building on the previous steps. To be clear this is not a done for you course, this is about guiding you, providing you with the knowledge and tools to plan and implement a progressive journey.

Stuart is straight talking yet **approachable and proactive** in his approach. The inclusive group was encouraged to engage with the content and share ideas whether existing or new, in order to expand how we think and approach different goals and challenges in business.

- Tom Dixon, Director of HD Design & Build Ltd



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