

GrowthKicker Blended Coaching & Training

Looking to grow your business in a sustainable way?

The **GrowthKicker** framework provides a blend of coaching and training based on sound management theories and practices so that you don't need to read the supporting books on management and want simply to apply the ideas to your business.

There is 1-2-1 coaching on the process either face to face or by Skype depending on where in the UK you are based. Each session lasts up to 3 hours and the ideal meeting frequency is monthly so that you can assimilate the ideas and implement them, however, the sessions can be run in a time frame to suit you.

For sustainable growth, **GrowthKicker** coaching / training covers:

Leadership

Topic	Covers	Purpose	Theory / Book
Passion and Purpose	Understanding WHY you are in business Determining the purpose of the business	Growth is more sustainable if the team are passionate about what they do and there is a real sense of purpose in the business.	Start with Why –Sinek, S. Good to Great – Collins, J. Who Moved My Cheese – Johnson, S.
Level 5 Leadership	Leader who works with their team to make things happen.	Getting the right people on the “bus”, in the rights and the wrong people off is critical.	Good to Great – Collins, J.
Transformational Leadership	Key competencies of a good leader	Regardless of your inherent leadership style you need to develop good leadership habits.	The Leadership Challenge - Kouzes, J. & Posner, B.
Habits to help you deal with people effectively	Embedding proven leadership habits in your team	Effective personal habits can be learnt to help make you a better leader and person	The 7 Habits of Highly Effective People – Covey, S.
Emotional Intelligence	Identify approaches that will make it easier to manage people	Developing your emotional intelligence is the foundation to good leadership.	Various

7 Steps to Sustainable Growth



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Personal Effectiveness	Coaching on how effective you are as a leader (Do IT Now, active listening, seven habits, upside down pyramid, self-care)	Be the example for your team. Be efficient and effective in the way you work. Set the standard for the people you lead.	The Personal Efficiency Program – Gleenson, K. 15 Secrets Successful People Know About Time Management - Kruse, K. The 7 Habits of Highly Effective People – Covey, S.
GROW Coaching Model	Goals, Reality, Options and Will is a simple coaching model that any leader can apply	The GROW coaching model is a very easy coaching model to apply. Be the head coach.	Internet

People

Topic	Covers	Purpose	Theory / Book
Explicit Core Values	Get buy in to desired core values	Core values that everybody believes in are the foundations to getting good employee engagement.	Good to Great – Collins, J. Mastering the Rockefeller Habits - Harnish, V.
Engagement	Autonomy, mastery & purpose	Employees need to be trained, allowed to get on with their job and for it to be aligned to the goals of the business for employee engagement.	Drive – Pink, D.
Culture of Innovation, Collaboration and Adaptation	Creating a working atmosphere that encourages innovation, collaboration and adaptation	Innovation and adaptation are the keys to sustainable growth. Make it happen in your business.	The Lean Startup - Ries, E. Being Agile in Business - Waldock, B
Recruitment	Hire for attitude & fit, train for skills. Get the right people on the bus	Getting the right people, doing things they are good at is the key to an engaged work force.	Good to Great – Collins, J.
Learning Organisation	Create the right atmosphere so that the organisation continues to learn	Learn to fail successfully. Embed learning into your business.	Various
Systematic Collection of Employee Feedback	Ensure you are listening to your employees and acting on it.	Two-way communication is critical to for great customer service and getting it right first time every time for your customers. Your team will help you get the detail right.	Mastering the Rockefeller Habits - Harnish, V. In Search Of Excellence – Peters, T. & Waterman, P.
Celebration	Ensuring the team celebrate successes in a low cost fun way.	Make it fun. Celebrate success with low cost activities. Make everybody feel great.	Mastering the Rockefeller Habits - Harnish, V.

Succession	Succession Planning – finding the leaders of tomorrow, including developing family run businesses	Getting succession right in business is critical. You need to be developing the leaders for tomorrow in your business.	Past experience
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Strategy

Topic	Covers	Purpose	Theory / Book
External Competitive Environment	Macro Analysis Key trends happening socially, in technology, environmentally, economically and politically. Industry structure analysis Market forces analysis Use of mind mapping to rapidly document	You need to understand the opportunities that are available and the threats that will impact your business. We are too connected in today's competitive global market place to ignore what is happening external to the business.	Global Economics STEEP / PEST Analysis Understanding Michael Porter - Magretta, J. Marketing Audit (4Ps etc) The Mind Map Book – Buzan, T.
Value Proposition Development	Using the Value Proposition Canvas to map the job the customer is trying to do, their pains and desired gains and what your products and services deliver	Identify what your customers truly value when they buy from you.	Value Proposition Design - Osterwalder, A., Pigneur, Y., Bernarda, G. & Smith, T.
Differentiate your Business	Using Blue Ocean Strategy to create a strategy curve to identify which features of your products and services really help you to stand out and to identify what other features you need to drop, reduce, create or increase to further differentiate your offering	Get out of the red sea of fierce competition and deliver what your customers truly value and will pay for and really differentiate your business.	Blue Ocean Strategy - Kim, W.C., Mauborgne, R.
One Page Business Plan	Using the Business Model Canvas to get your business plan on to one page	Make sure you can deliver on what you promise. Does your business model stack up?	Business Model Canvas - Osterwalder, A. & Pigneur, Y.
3 Year Strategic Initiatives and Objective Setting	Development of the 3 year orbit strategic planning tool to identify key strategic initiatives and milestones	Capture your goals and objectives on to one page. Do they make sense? If you double in 3 years will your current premises still work for you?	Orbit Strategic Planning Tool

Implementation

Topic	Covers	Purpose	Theory / Book
Focus	Hedgehog and Flywheel principles from Good to Great by Jim Collins keeps you focussed.	Growing a profitable economic engine to drive your business is the key to sustainable growth.	Good to Great – Collins, J.
Agile for Business	Creating an agile organisation that can rapidly adapt to a changing customer demands and global competition	In today's highly competitive environment you and your business need to be able to react efficiently and effectively. Agile techniques allow you to grow in a sustainable way.	Being Agile in Business – Waldock, B.
Rockefeller Habits	10 organisational habits that makes strategy execution more effective	Create a drum beat for your business so that things get done when they need to be.	Mastering the Rockefeller Habits - Harnish, V.
Quarterly Objectives	Establishment of quarterly themes and weekly sprints (Learn, Act, Review) for systematic implementation of strategy	Get more things done in less time. Achieve your goals sooner.	Mastering the Rockefeller Habits - Harnish, V. Being Agile in Business – Waldock, B.

Communication

Topic	Covers	Purpose	Theory / Book
Meeting Structure	Meeting structure for effective communication to minimise time spent in meetings	Create an effective meeting structure, make meetings more effective and spend less time in them.	Mastering the Rockefeller Habits - Harnish, V.
Communication Strategy	Review of communication strategy (Standup meetings, monthly email from the top, shared space, meet the boss, systematic process for employee feedback, priority setting)	You cannot over-communicate in business. This is one of the key themes that have come out of working through so many books on management.	The Four Obsessions of an Extraordinary Executive – Lencioni, P. Good to Great – Collins, J. Being Agile in Business – Waldock, B. Team Enterprise Solution – Oliver, J.
Product/Service Development	Review of product/service development (Customer champion & co-creation, early & continuous development, fail-fast, systematic customer feedback, Minimum Viable Product (MVP), Desired, (Optional, Necessary, Essential features - DONE)	Your customers and your team are the very best source of ideas on how to grow your business in a sustainable way. Find ways to get both sets of stakeholders involved in product and service development.	Being Agile in Business - Waldock Once a Customer, Always a Customer – Daffy, C.

Process

Topic	Covers	Purpose	Theory / Book
Marketing Effectiveness	Effective marketing processes.	Most marketing pipelines are like leaky buckets. Find the leaks and plug them.	Watertight Marketing – Thomas, B. Sticky Marketing – Leboff, G.
Lead Generation	Effective lead generation	Blend digital marketing techniques with traditional marketing to create a systematic process for lead generation	Experience, research & working with experts.
Sales Process	Effective sales processes	Turn your transactional sales in to genuine relationships with your customers. Find a way to teach your customers new tricks.	The Challenger Sale - Dixon & Adamson Pitch Perfect – Leach, J.
Customer Service	Effective customer service	The devil is in the detail with customer service. Review every customer touch point. What can you do better? How can you be different?	Once a Customer, Always a Customer – Daffy, C.
Operational Effectiveness – Agile	Review of operational effectiveness through agile and continuous development	How effective is your business at delivering your promises to your customers? How can you be more agile?	Being Agile in Business – Waldock, B. Good to Great – Collins, J.
Office Efficiency & Excellence	Improve the efficiency & excellence of your office administration	To keep your overheads low you need efficient administration. Office Kaizen brings lean working principles to the office.	Office Kaizen – Lareau, W. Office Kaizen 2 – Lareau, W.
Lean	Improving the efficiency and effectiveness of the business	Lean is a large toolkit of processes and approaches to help you make your operations and production a lot more efficient and effective.	Lean Thinking - Womack, Jones, Roos The Goal - Goldratt, E., Cox, J. The New Lean Toolbox - Bicheno, J.
Technology Enablers	Technology strategies to put you ahead of the competition and make your internal processes more effective and more efficient.	For some trading companies, technology can be used for strategic competitive advantage. Also traditional routes to improving efficiency, effectiveness through giving control to the customer and cost savings through doing more with less	Experience, research & working with experts.

Performance

Topic	Covers	Purpose	Theory / Book
Functional Accountability	Ensuring the accountability is assigned to all aspects of the Balance Sheet and P&L	Ensure that somebody in the team is accountable for every line in the P&L and Balance Sheet so that nothing important gets missed.	Mastering the Rockefeller Habits - Harnish, V.
KPIs	Identification of key financial numbers to drive the business	Ensure everybody understands the corporate numbers and acts on them when they deviate from the expected.	Mastering the Rockefeller Habits - Harnish, V.
Smart Number & Critical Numbers Development	Identification of 2/3 Smart Numbers or Sanity Metrics (sleep well on Friday night metrics) for the business for early warnings of problems	Find 2 or 3 numbers that capture the performance of the business and ensure key staff know what they are on a weekly basis.	Mastering the Rockefeller Habits - Harnish, V.
Dashboard & Non-Financial KPIs	Development of a Balanced Scorecard to identify the key performance indicators so that you know what success looks like	Capture all the key performance indicators on one page & use traffic lights for targeted action by exception.	Balanced Scorecard – Kaplan, R. & Norton, D.