



# Club

## Drive Your Business to the Next Level

What is the next level for you in your business? Is it more sales, more profit, a more effective team, streamlined operations or even just more time off for the things you love to do?

Whatever it is, navigating your business along the right path towards your business ambition is often a difficult journey. Achieving business growth involves overcoming the obstacles and “catch 22’s” that are inevitable along the way that can sometimes seem insurmountable!

Are you frustrated with your progress, struggling to see the best way forward, experiencing obstacles to achieving what you want or finding yourself stuck in a “catch 22”?

If you want to successfully engineer growth in your business then the ‘Engineering Business Growth Club’ could be exactly what you need to drive your business to the next level...



**Kickstart with 2 days of strategy creation to clarify your vision, create a roadmap for moving your business forward and identify key strategic growth focuses for the next month**



**11 planning sessions designed to hold you accountable to transferring your strategy into consistent effective action, accelerating progress and ensuring you achieve real positive results in your business**



**11 masterclasses to educate and inspire you to improve your personal and your business performance, empowering and equipping you to lead your business to greater success**



**Monthly mastermind sessions to tackle current business issues benefiting from the experience of other entrepreneurs as well as the facilitators**

## **Where did the idea of the Business Growth Club come from?**

When Beverley started Engineering Business Growth 8 years ago she wanted to help Small Business Owners realise their ambitions. She soon discovered how challenging it was running her own business and that she was actually reaching out to and looking to support people “just like her.” Business owners struggling to deliver in all the different areas of business and keep up with all the myriad of tasks that have to be done in order to keep a business running successfully. Business owners struggling to find the time to work “on the business” because they’re so stuck in delivering their products and services. Business owners unable to stop and be strategic about what they do next because they’re so caught up in where the next sale is coming from, that they can’t put the time into identifying where it’s most likely to come from and working out how to target that market more effectively and consistently.

Prior to setting up her own business, Beverley had spent 10 years selling and delivering for World Class Leadership, management, sales and personal development training providers, building up 100's of successful client relationships with clients ranging from SME's to large Corporates.

Like many Entrepreneurs, Beverley decided that all her experience in this type of business would mean it wouldn't be too difficult to set up her own business. So with big ideas and dreams that's exactly what she did. But like many other Small Business Owners, she found it far harder than expected!

Over the years she's practiced what she's preached and built a successful enterprise. What she's recognised throughout that time, (based on her own experience and through coaching numerous other business owners) is that things often taken longer than we expect, and we progress faster when we make space for clear thinking, when we consistently strive for learning and improvement both for ourselves and our businesses, when we get some input, guidance and support from others who've shared similar experiences, and when we get the occasional kick up the backside to keep us going and on track with the plans we've made!

The Engineering Business Growth Club is designed to do all of those things at a great price...

## **So how does the club work and how will it benefit you?**

**Kickstart with 2 days of strategy creation to clarify your vision, create a roadmap for moving your business forward and identify key strategic growth focuses for the next month**

Do you have a clear picture of where your business is going?

Do you find that you're so busy working in your business that you don't have any time to work on it?

Do you sometimes question the decisions you're making?

Are you frustrated because you feel like you keep coming up against catch 22s that prevent real forward progress?

Do you want to stop being reactive and start to work to a plan?

On our two day strategy intensive we will take you through the process of creating a simple, effective strategic document that, used in the right way, can help you drive consistent action that will progress you towards your business goals.

This strategy will be designed all around the purpose the business is supposed to fulfil, both in your life, and for your customers. Taking that and your unique business values into account, we will help you develop or refresh your vision of where you are taking your business, and then work out the strategic milestones that will move you towards that vision over the next 12 months. This then becomes a living document that we will work with you to use to guide and develop your business over the coming months, consistently setting new monthly and quarterly objectives as the year progresses to keep you moving towards achieving those milestones.

**11 planning sessions designed to hold you accountable to transferring your strategy into consistent effective action, accelerating progress and ensuring you achieve real positive results in your business**

Are you fed up of making plans to move the business forward but then not implementing them?  
Are you tired of constant peaks and troughs?

Do you want to consistently drive towards continuous improvement?

**Do you want to look back on the next 12 months and be proud and astonished by the progress your business has made?**

How many of us have made grand plans about how to move our businesses forward and then found life, customer demands and the next fire you've got to fight get in the way, and before you know it all of the valuable thinking and planning you've done is wasted because you haven't managed to put any of it into action?

Turning strategic plans into action takes focus and discipline. We all have varying reserves of self-discipline, but no matter how good we are, it can be hard to stick to on our own, and particularly with all the distractions of running a business in the modern day.

Now everyone approaches deadlines differently. Some when there's a deadline looming will prioritise the work to get it out of the way straight away to get it off their minds. Some will make a detailed plan of how they're going to break it down into bite sized chunks so that it completes steadily as the deadline approaches, and some make plans to fit it in, find those times constantly being consumed by other things and cram it all in at the last minute.

But one thing that we do have in common in relation to deadlines is that we do all tend to work to deadlines. We don't like to let people down and it doesn't create a good impression of us or our businesses if we do.

The monthly accountability and planning session of the growth club is designed to give you the space to set your monthly objectives and also a deadline to work towards every month. A deadline where you know you will have to report on your progress to your peers. It is so much easier to let ourselves down than to let others down.

This might sound a little bit uncomfortable, but we all know we need a little bit of a push from time to time in order to really achieve our full potential. If you're not ready to be pushed and challenged as well as supported and inspired into action, then the business growth club isn't for you.

**11 masterclasses to educate and inspire you to improve your personal and your business performance, empowering and equipping you to lead your business to greater success**

Do you want to change things but don't know how?

Do you want to be more confident in the way you go about running your business?

Do you waste time, procrastinate and would like to learn strategies to become more effective with your time?

Would you like to improve the results you are getting from your efforts?

Do you want to be the best you can be?

Success in business is all about asking questions and listening to responses.....

Asking questions of your customers to understand how you can continue to improve your product or service to become even more indispensable to them. Asking questions of your suppliers to find out how you can better collaborate to achieve better outcomes for all of you. Asking questions of your team so that you really understand what's going on in different areas of the business and can also understand what keeps them motivated and engaged to deliver for you again and again.

And of course, asking questions of yourself; what you want to create and achieve, where you need to improve to achieve that, where you are being your own worst enemy!

And asking questions also forms the framework which is the foundation for the whole programme and each masterclass element within the growth club. Success in business is all based on the ASKSS...

Attitude      Strategy      Knowledge      Systems      Skills

These are the key areas we will focus on. Every month undertaking training, learning and practise workshop sessions to develop you and your business performance, focusing on each of these areas and how they relate to a number of business topics such as marketing and campaign planning, sales performance, team performance and development, finance and cashflow management, time management, change management and many others.

We are all leaders within our own businesses, and consistent learning is the cornerstone of successful business leadership. As John F Kennedy once said

*“Leadership and learning are Indispensable to each other”*

So if you're committed to continuing to learn and develop as an individual in order to be the best that you can be. If you want to be continually challenged and inspired, if you want to overcome barriers to growth both personally and in the business, then the monthly masterclass sessions will help you along the path to achieving those ambitions.

*“Live as if you were to die tomorrow, learn as if you were to live forever” Muhatma Gandhi*

### **Monthly mastermind sessions to benefit from the experience of other entrepreneurs and the facilitators, to tackle current business issues**

Do you feel like you're working in isolation and would love to have someone to bounce your ideas off and benefit from their experience?

Would you benefit from validation of your ideas?

When you've got a problem in your business that you're trying to solve, reaching a decision can be really challenging. If you don't have anyone you can talk to about the issues you're facing you can chase the pros and cons back and forth in your head, with no one to check and balance your decision making against. Business masterminding is a powerful tool to help in the solving of key business problems.

Every month club members will bring a key business issue that they are facing to the masterminding session, and selected issues will give their owner the chance to get the input

advice and suggestions of other business leaders in the room. One of the great benefits of this is not only learning from the experience of others, but also getting the perspective from other industries, potentially opening up new solutions not even previously considered.

**In addition to the above** the Engineering Business Growth Club 1 year membership also includes additional monthly email support and a virtual group forum to give you support and help to keep you on track between the meetings.

And, the best thing about the ‘Engineering Business Growth Club’ is that you will be part of a group of business leaders who will overcome their challenges, accelerate the development of their business and celebrate their successes TOGETHER! Don’t underestimate the power of this kind of shared experience. Significant business relationships will be formed as you will get to know and trust each other at a deeper level enabling you to leverage your business to the next level.

## **So just to recap – what does the Engineering Business Growth Club entail:**

-  2 days of strategy creation to clarify your vision, create a roadmap for moving your business forward and identify key strategic growth focuses for the next month
-  11 planning sessions designed to hold you accountable to transferring your strategy into consistent effective action, accelerating progress and ensuring you achieve real positive results in your business
-  11 masterclasses to educate and inspire you to improve yours and your business performance, empowering and equipping you to lead your business to greater success
-  Monthly mastermind sessions to tackle current business issues benefiting from the experience of other entrepreneurs as well as the facilitators
-  Virtual support and group forum throughout the month to keep you on track
-  Membership of a group that will strive to support each other to succeed and achieve their business dreams.

So I know what you’re thinking, what is all of this going to cost?

We’ve broken down the programme into what it would normally cost if you did all the component parts separately so you can see the value of each part.

Service	Value (Ex VAT)
2 day strategy creation workshop	£800.00
3 Quarterly Planning sessions	£600.00
8 Monthly Planning sessions	£1600.00
Monthly virtual accountability support to keep you on track	£600.00
Access to the online group forum	£120.00
<b>Total value</b>	<b>£3,720+VAT</b>

So the total value of this programme is **£3,720 + VAT** (as shown above).

This would usually involve an initial up-front payment of £800.00 + VAT for the two strategy days followed by 11 monthly installments of £265.45 + VAT.

However, our vision is to create a comprehensive and effective programme at an affordable price for the average Small Business so we can help more businesses achieve more. So we decided to spread the cost of the 2 days across 12 monthly installments, making it much easier for you to make this investment. We've also reduced the monthly fee significantly.

Therefore the standard price for this programme will be **£225 + VAT per month**

So that is a total value of £3,720 for £2,700+VAT and split into 12 monthly installments of £225 + VAT.

Ready? Register Here.

## Bonus

Each member will be entitled to a **30 minute 121 Session** with an Engineering Business Growth Coach (worth £100) to be used at any point needed over the course of the year.

## Wandsworth Chamber – Members Discount

In addition to all of this, Wandsworth Chamber of Commerce members will receive a further discount. They will have the value of one month's fees deducted from their annual Growth Club membership cost. For more information on Chamber membership and the other great benefits it offers click [HERE](#).

## Guarantee

And all of this is covered by our full money back guarantee – If by lunch time of the first day of the strategy creation intensive you are not 100% satisfied, you are welcome to leave and you will receive a full refund of your first monthly payment.

All events will be held in the London Borough of Wandsworth.

Ready? [Register Here](#).

## How do I know if Engineering Business Growth can actually deliver?

Here's what some other clients have said:

*"My company, Hannibal Brown Wines, recently undertook a series of training sessions with Beverley Corson and Bryan Charter of Engineering Business Growth. Bryan and Bev's understanding of our business needs and their advice and support in helping us forge a new direction have been hugely valuable. Their ability and methods of working swiftly and efficiently have meant that we have seen results fast. They work with integrity at all times. We will continue to use Engineering Business Growth and I have no hesitation in recommending their services."*

**Pamela Gregory**, Hannibal Brown Wines

*"I hired Engineering Business Growth for my Business Coaching to help me get my business back on track. I had been through a lean period during which I had lost my way and I wasn't sure what direction to take. I needed to re-evaluate what the purpose of my business was, and going forward it was important to make sure it was aligned with my life goals. I was pretty demotivated when we met, and found I wasn't comfortable talking about what I do because of the number of different types of photography I do. I was confused myself so confused others too. Engineering Business Growth were so enthusiastic from the start that I immediately found myself in a better place to where I had been prior to meeting. I realised that I didn't have the right foundations in place to build on, I wasn't going anywhere. This is where their knowledge, ideas and enthusiasm were invaluable. Together we stripped it right back to the basics and built a plan so I now know what I need to do each day. I'm now in a much better place, working with EBG has helped enormously."*

**Paul Tanner**, The Occasional Press

*"I have met several business coaches before I met Engineering Business Growth but never made a connection with them or understood them sometimes. After a short meeting, I understood what they could do and how they could help me move my business forward. I was at the stage of being so busy I had started to make mistakes and working so many hours I had become exhausted. We have been working together for a couple of months and already this has made a massive difference in the way we run the business and how we are going to move forward to expand. Not only is EBG fantastic at coaching, but also very empathetic and completely trustworthy enabling me to have complete confidence in them. I cannot recommend Engineering Business Growth highly enough."*

**Richard**, Director G.F. Fire Solutions

For further testimonials click [HERE](#)

## **Any other questions?**

Check out the FAQ's below where hopefully any questions you have will be answered. If not email [info@engineeringbusinessgrowth.com](mailto:info@engineeringbusinessgrowth.com) with your question and contact details and we'll get back to you as soon as possible.

### **FAQ's:**

#### **Who is it for (sector, location, size, stage of business)?**

**This programme is for Business Owners/Directors.** Size, sector and age of business are actually less important than your mindset, your willingness to collaborate, and your commitment to your business and moving it in the direction you want it to go. If you have these latter elements then you can benefit from the club.

#### **What if I find I get value from the strategy intensive but am not getting value from the group, am I committed for the whole 12 months?**

If you feel you are not getting value from the group, you can cancel your monthly subscription and you will just have to pay the balance of £66 per month for each remaining month in the year to cover the cost of the 2 day intensive.

#### **What if I don't want to have to talk about confidential things relating to my business?**

It is up to each member of the club as to how much they want to share, however every member will be required to sign Terms and Conditions that will require them to respect the confidentiality of information shared by other members.

#### **Can I come with my business partner?**

Yes you are welcome to come with your business partner, in fact if you have more than one Director this is a great opportunity for you to work "on" your business together. Should you wish to do so please contact us to discuss rates.

#### **What if I only want to do the 2 strategy days?**

Unfortunately we are not offering the 2 strategy alone as an option as part of this programme but if you are interested in just doing these please get in contact and we can let you know when we will next run a standalone Strategy Intensive.

#### **What if I can't make a monthly meeting?**

We would encourage you to make this a priority and block out the monthly meeting dates in your diary once you've signed up. However to support those who may not be able to attend for unavoidable reasons we will be recording each event and will be able to provide you with access to the video if you are not able to attend.

#### **I love the sound of the group but I think I would need to do some 1-1 work as well**

That is not a problem. Additional 1-1 support can be purchased at discounted rates for club members.

## Summary

The Engineering Business Growth Club is designed to support ambitious business owners to build momentum, build their knowledge, develop their strategy, build their skills and maintain sustained progress towards their business goals.

If you would like to be a part of this unique programme and drive your business to the next level then go ahead and [book your place today by clicking here.](#)

If you have any questions or concerns then email [info@engineeringbusinessgrowth.com](mailto:info@engineeringbusinessgrowth.com) or call Beverley on 07841 923568. We hope to see you there.

Ready? [Sign up now!](#)