

# EMPOWERING YOUR TEAMS FOR SUCCESS

Online Programs and Tools

ACCELERATORS INFORMATION GUIDE



# Contents

Why Accelerators	3
Choose the right package	4
Accelerators in detail	5
Contact us	8

# Why Accelerators?

Business leaders understand the importance of investing in their team's professional development to stay competitive in today's ever-changing business landscape.

Rather than spending tens of thousands of dollars on consultants or days away out of the office in training, each Accelerator is broken down into 5 simple actions of 20 minutes each. Each action includes a concise background to the action, video guidance from an expert, and an action plan.

Accelerators aim to build momentum and move you towards your business goals.

## THEY ARE:

- Targeted programs and tools, not generalised or unrelated content
- Video driven and interactive, not hours of reading and note taking
- Designed to integrate with your business, not sit on the shelf like training material





# Accelerators in detail

Our Accelerators offer a range of exceptional features to empower your team's professional development.

With flexible options and on-demand access to tools and templates, our Accelerators are tailored to meet the unique needs of busy professionals.

Delivered by industry experts with decades of experience, you can trust that your team will receive the highest quality support in core business areas; sales & marketing, people & performance, and strategy & goal setting.

Invest in your team's growth and unlock their full potential with our comprehensive program.

# Select the right package

## SINGLE ACCELERATOR

Pick a targeted Accelerator specific to your next project or business objective.

**\$199 for 12 month access**

## ACCELERATOR SUITES

Extensive training in one of three content areas, helping businesses master areas of opportunity.

### Sales & Marketing (7 Accelerators)

Mastering sales and marketing is essential for attracting and retaining customers, increasing revenue and profits, and staying ahead of the competition.

### People & Performance (5 Accelerators)

Businesses should master people and performance because their success ultimately depends on the effectiveness and engagement of their employees.

### Strategy & Goal Setting (4 Accelerators)

Strategy & Goal Setting is essential because it enables business leaders to set clear goals, align resources, and make informed decisions.

**\$799 for 12 month access**

## THE COMPLETE PACKAGE

Set your business up for success with 16 Accelerators covering all areas of professional business.

This package is best value for a business owner or leader who wears many hats.

**\$1,299 for 12 month access**

## CUSTOM

Build your own suite with all the essential components you need to progress toward your goals.

We're here to help you create the right suite to meet your needs.

**Contact us**

# Sales & Marketing Suite

**WHOSE IT FOR:** Sales leaders, sales representatives, people new to sales, or small business owners

## Ideal Customer

Find the right people to focus your sales and marketing efforts on by clarifying what direction the business needs to go, discovering who will take you there and developing tactics to engage your ideal customer.

**EXPERT:** Ashton Bishop

## Sales Skills

Clarify and understand the different people involved in the sale from the client side and what they're looking for, build the right message to the right customers and develop a plan and list of killer questions for successful conversations that'll lead to a sale.

**EXPERT:** Tony Hughes

## Sales Process

Build a sales process for your business, defining important activities at each stage. Develop a one pager you can share with your team for coaching and training that will lead to more sales conversations for your business.

**EXPERT:** Greg Donlan

## Social Media Marketing

Set up your social media marketing action plan right. Target the right people in the right place, develop a strategy and plan for your content and set clear, measurable goals.

**EXPERT:** Tim Martin

## LinkedIn

Nail your first impression by building a compelling LinkedIn profile. Start by building out the basics such as choosing the right profile picture, and work through steps to use LinkedIn to proactively build your network.

**EXPERT:** John Bellamy

## Sales Leadership

Build targets for each team member, identify behaviours that help deliver those targets and build a robust plan for how to coach a sales reps to achieve success. Develop a playbook for being a fearless sales leader, allowing you to bring new team members up to speed.

**EXPERT:** Greg Donlan

## Instagram

Set up your social media marketing action plan right. Target the right people in the right place, develop a strategy and plan for your content and set clear, measurable goals.

**EXPERT:** Stephanie Gabrio

# People & Performance Suite

**WHOSE IT FOR:** People leaders, HR or L&D managers, businesses who don't have a HR department

## Role Clarity

Move away from traditional job descriptions and think differently about your team. Define your business priorities and design roles to drive them through every team member. Create a working template to define what success looks like in every role of your business.

**EXPERT:** Trudy MacDonald

## Performance Management

Build out 90 and 30-day plans for your team. Develop a template to develop future plans, practical steps to monitor performance and preparation steps to plan for difficult conversations with employees who aren't achieving their goals.

**EXPERT:** Trudy MacDonald

## Performance Culture

Map out an honest answer to where the business is sitting and how leaders can play a role in driving motivation in your team to support your ideal culture. Develop a behavioural charter, defined ways of working and understand the drivers of engagement.

**EXPERT:** Trudy MacDonald

## Building Capabilities

Assess your team members performance and potential, find out if you have the right people in the right roles and identify talent gaps in the business. Address your talent gaps and build a training and development plan to close the gap.

**EXPERT:** Trudy MacDonald

## Remuneration Strategy

Build a remuneration strategy for your business by starting with an understanding of what you currently offer, beyond just salary. Identify the right motivators and develop a rewards and salary review process that'll have the biggest impact for your team.

**EXPERT:** Trudy MacDonald

# Strategy & Goal Setting Suite

**WHOSE IT FOR:** small business owners, or employees of small businesses, regardless of your industry

## Goal Setting

Articulate both your personal and business ambitions for the next 3 years through guided actions to narrow down the focus areas and where to start. Map out a clear process to take over the next 12-months to achieve a desirable outcome.

**EXPERT:** Anne-Marie Clark

## Time Management

Analyze and prioritize time consuming activities in both business and personal realms. Focus on high impact tasks and develop strategies to boost productivity and maintain focus.

**EXPERT:** Liam Daley

## Strategic Positioning

Work on the business, not in the business and understand what's happening in your market, what your competitors are doing and what your customers really value. Discover and describe what makes you competitive and any gaps you need to fill to achieve that.

**EXPERT:** Matt Tice

## Cyber Security

Take foundational steps to identify and secure your most critical data. Understand where the gaps are in your systems that make you vulnerable to a cyber attack. Be prepared with the key next steps to recover your information if the worst happens.

**EXPERT:** Ross Sardi



# Supercharge your growth or your teams success

Don't miss out on this opportunity to empower your team and drive your business to new heights.

Visit [bldacdmy.com](https://bldacdmy.com) to get access to Accelerators and unlock the path to success for your team and business today.

