Project Spec

1. **Logo**: Create a **logo** / branding for BGA (Business Growth Acceleration).
   1. The dominant part of the logo will be the 3 letters- BGA
   2. I would also like you to incorporate the 3 words - Business Growth Acceleration
2. **System Visual**: Using the content on the pages that follow to create a visual system. I need to be able to visualize the content so it looks like a 3-step system. You can ignore the layout ideas I provided. They were just provided so you could see how the parts of the system hung together. The system visual needs to;
   1. Include the headline and subhead
   2. Include the ‘primary result’ and the ‘3 outcomes’
   3. Include the ‘bullet point’ copy

I’ve attached some samples of other systems we’re created previously.

**BGA PROCESS**

**# 1: The 2-Day GROWTH Boot camp**

* **Put the foundations in place so you create predictable and scalable growth**. Go further and faster than you did in previous years with predictable growth management systems.
* **Set the primary targets for the next 12 months**. Agree critical milestones for 90 day race.

**# 2: 90-Day Reboot #1**

* Track and adjust based on first 90-Day performance
* Install next level of BGA systems

**# 3: 90-Day reboot # 2**

* Track and adjust based on second 90-Day performance
* Install third level of BGA systems

**GUARANTEE**

Each of the three modules comes with an unconditional money back guarantee. If you get to the end of a module and are not 100% convinced you will achieve the primary goal, simply request a hassle-free refund at the end of the module. Your investment in that module will be fully refunded and future dates will be cancelled.

**The** **Business Growth Acceleration Blueprint**

**How To Create Predictable, Profitable & Scalable Growth... With No Guessing**

**Your Primary Result**

**Increase Your Business Multiple By 1 or More... In 24-Months or Less**

**Your 3 Outcomes**

**# 1: Manage The Big Picture**

* **Simplify your business plan** and articulate it on 3 sheets of A4 paper.
* **Use a simple system to communicate your vision and goals** across your whole organization
* **Make your business strategy come to life** in your organization, instead of lying dormant in your filing cabinet
* **Get crystal clear on who your Ideal Client is** and what your Difference Maker is. Create Winning Moves that keep you well ahead of your competition.
* **Become a real *Customer Centric* business** and integrate the concept of Customer Success into the DNA of your company
* **Prevent potential disasters** and derailment by using systems that look into the future
* **Increase your gross margins** to well above industry averages.
* **Simplify how you manage and report to a Board of Directors**, or group of investors

**# 2: Act On The Growth Rocks**

* **Develop an accountability culture** so everyone holds everybody else accountable for delivering on big rocks. Boost your productivity and the speed at which things get done.
* **Get everyone on your team focused on metrics** that are aligned to your company priorities.
* **Boost the output** you get from your company / departmental meetings. Create more accountability for measurable goals. Get increased buy-in from your management team and team members.
* **Take much of the complexity out of running your business**. Simplify what you’re trying to do and how you’re trying to do it.
* **Systematize how your business runs** across all departments and business functions.
* **Optimise your business processes** using the Kaizen framework. Leverage the concept of ‘*The Aggregation Of Marginal Gains’*.
* **Find issues earlier** in your business. **Solve them systematically** and make them go away for good.
* **Gain clarity around what you need to do next** when you stumble in pursuit of your goals / vision
* **Pursue the aggregation of marginal gains** across your whole organization.

**# 3: Prioritize Talent Development**

* **Grow and develop your management team** so they can take care of day-to-day business details. Allow the business leader to focus on **strategy, talent and culture**.
* **Create complete company alignment**. Simplify how you get everybody on the same page, and keep them there.
* **Implement team feedback systems** linked to organizational big rocks
* **Define your core company culture**. Manage your whole business around your company culture. Hire A-Players that match your culture. Define organizational behaviors based upon your culture guidelines.
* **Play to people’s strengths** and get the right people sitting on the right seats on the bus
* **Learn to separate yourself from the business** so it can run without you eventually.
* **Create more focus and balance in your business and your life**. Stay in control so the job does not dominate your life.
* **Optimize your company communication rhythm,** so your whole company stays informed, aligned and engaged.