

Triple your value

THE SUMMARIES OF OUR 50 ALPHA GROUP WORKBOOKS

The **purpose** of these summaries is to assist our prospective business leader to **select** and then **work** on chosen Alpha Group workbooks. The summaries consist of 3 bullet points for **each** workbook. The **structure** of the 3 bullet points is:-

- The **strategic problem** that the selected Alpha Group workbook resolves for our members
- The **purpose** and **output** for our customers of the Alpha Group workbook
- The **profound impact** on our members' businesses when they **successfully implement** their workbook

The Alpha Group workbooks: The complete, practical and proven Fast Growth **system** for them to substantially **improve** and also **grow** your business. Successfully implement your selected Alpha Group workbooks to **triple the market value** of your business in 3 years

Contents

1. The list of 50 Alpha Group Workbooks (Pages 1a and 1b)
2. The 50 summaries (Pages 2 to 10)

1. THE LIST

THE 50 FASTGROWTH WORKBOOKS FOR BUSINESS LEADERS TO ACHIEVE FASTGROWTH

1. The FastGrowth Workbooks for you to create clear company direction and achieve strong commitment

A) Create your clear company direction

1. Remove your strategic barriers for FastGrowth
2. Create your compelling company purpose and guiding principles
3. Decide your best option for FastGrowth
4. Decide your bold, motivating company goals
5. Create your powerful FastGrowth Plan
6. Successfully present your FastGrowth Plan
7. Build your powerful belief about your company goals
8. Develop your winning attitude towards FastGrowth

B) Achieve strong commitment

1. Involve your people in your company purpose, goal and FastGrowth Plan
2. Develop your strategic and inspiring leadership
3. Organise your company for FastGrowth
4. Recruit the right people for your team
5. Clarify your team's roles
6. Build your balanced, effective team
7. Build your engaged and empowered team
8. Coach your people for FastGrowth
9. Successfully implement your quarterly FastGrowth priorities

2. The FastGrowth Workbooks for you to gain profitable sales & retain your ideal customers

A. Gain your profitable sales

1. Plan how to increase your profitable sales
2. Sharpen your market focus
3. Decide your special niche for FastGrowth
4. Define your compelling business proposition
5. Develop your successful new products & services
6. Create your WOW business
7. Generate potential customers
8. Filter in your high-probability customers

B. Retain your ideal customers

1. Gain your ideal customers
2. Achieve your optimal selling prices
3. Significantly increase your brand value
4. Transform your brand, content and online presence
5. Manage relationships with your customers
6. Increase your lifetime customers
7. Gain your valuable referrals
8. Build your successful online business
9. Achieve additional, profitable revenues

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3. The FastGrowth Workbooks for you to increase your profit and enhance your profit multiplier

A. Increase your profit

1. Plan how to increase your operating profit
2. Achieve a lower breakeven
3. Develop a strong business model for FastGrowth
4. Streamline your business processes
5. Keep your FastGrowth on track through effective indicators
6. Raise the finance for your FastGrowth
7. Acquire and integrate your company for FastGrowth
8. Successfully implement your key projects

B. Enhance your profit multiplier

1. Plan your desired market value
2. Be a FastGrowth Business Leader
3. Create and protect your intellectual property
4. Create your successful strategic alliances
5. Grow your business nationally and internationally
6. Get your products and services into a big market
7. Prepare your business for a high value sale
8. Sell your business effectively

2. THE SUMMARIES

1. THE ALPHA GROUP WORKBOOKS FOR YOU TO CREATE CLEAR COMPANY DIRECTION AND ACHIEVE STRONG COMMITMENT

A) CREATE YOUR CLEAR COMPANY DIRECTION

1. Remove your strategic barriers for FastGrowth

- Many companies aren't growing fast enough because they don't overcome the strategic barriers and critical obstacles facing them
- Identify and **plan** to remove your strategic barriers
- As a result, transform your profitability within 2 years

2. Create your compelling company purpose and guiding principles

- Many **stagnant companies** lack direction
- Create your compelling purpose that is more **inspiring** than your competitors
- Hence give your team a clear shared direction and inspiration

3. Decide your best option for FastGrowth

- Many companies waste a lot of time and resources on dead-end options
- Decide your **preferred** best option to substantially grow your business
- As a result position your company to achieve fast growth

4. Decide your bold, motivating company goals

- Companies that achieve fast growth have bold goals to focus everyone's efforts
- Decide your stretching, motivating goals for your company
- Achieve **remarkable** business performance and growth

5. Create your powerful FastGrowth Plan

- Low growth companies often have **long, uninspiring business plans**
- Create your 1 page FastGrowth Plan that gives you direction, focus and inspiration
- Substantially increase your profitable sales within 12 months

6. Successfully present your FastGrowth Plan

- Many business leaders are **fearful** about presenting their business growth plan to their people
- Deliver a well-structured plan to your people with confidence
- **Inspire your people** to implement your FastGrowth Plan

7. **Build your powerful belief about your company goals**

- Many business leaders hold **limiting beliefs** about themselves and their companies
- Build a positive, empowering belief about your company goals
- Make measurable progress towards your goals within 6 months

8. **Develop your winning attitude towards FastGrowth**

- Some business leaders **sabotage** their companies growth by wallowing in setbacks and discounting their successes
- Develop positivity about your company's FastGrowth results and reverse your setbacks
- Substantially increase your sales and profit within 12 months

B) **ACHIEVE STRONG COMMITMENT**

1. **Involve your people in your company purpose, goal and FastGrowth Plan**

- Low commitment, cynicism and **apathy** by staff towards their company goals makes growth very difficult to attain
- **Involve** all your people in your company purpose and business goals
- Through high involvement, and hence strong commitment, achieve **astonishing business growth**

2. **Develop your strategic and inspiring leadership**

- Many business leaders spend far too much of their time on the day to day at the expense of defining and achieving their strategic goals
- Become the strategic and inspiring **leader that your company needs** to achieve faster growth
- Substantially increase the market value of your company within 12 months

3. **Organise your company for FastGrowth**

- As companies grow, their organisation can become **inflexible and slow** to respond
- As the business leader, design your new organisation to achieve FastGrowth
- Within 18 months your new organization is the key to your company growth and performance

4. **Recruit the right people for your team**

- Business leaders often spend much time of their time managing the wrong people
- Strengthen your team by **recruiting talented people** who perform in your company
- Dramatically enhance your interviewing and selection of the right people you need to grow your business

5. Clarify your team's roles

- In some companies there is confusion about who is responsible for the many activities in running and growing the business
- Clarify your own and your team's roles and the mutual help you all need in your roles
- Build a **strong foundation** for fast and sustained growth in your company

6. Build your balanced, effective team

- Some companies plateau because they lack a good mix of team types
- Evaluate your personality types in your team and plan how to achieve a balanced, effective team
- Within 12 months significantly **increase the effectiveness of your team**

7. Build your engaged and empowered team

- **Slow and inefficient implementation** of growth plans through people hampers some companies
- Create your plan to **engage and empower** your team to achieve outstanding results
- Substantially increase the performance and growth of your company

8. Coach your people for FastGrowth

- In some companies managers just tell their people what to do. The serious consequences are **low productivity and poor morale**
- Develop your effectiveness at coaching your people
- Within 12 months make significant progress towards achieving FastGrowth in your company

9. Successfully implement your quarterly FastGrowth priorities

- Many companies have strategies for business growth yet they fail to achieve FastGrowth. Why? The answer is usually poor implementation of their strategies
- Plan how to successfully implement your business growth priorities as FastGrowth projects
- Every 3 months **make significant and sustained progress**

2. THE FASTGROWTH WORKBOOKS FOR YOU TO GAIN PROFITABLE SALES & RETAIN YOUR IDEAL CUSTOMERS

A. GAIN YOUR PROFITABLE SALES

1. Plan how to increase your profitable sales

- Many business leaders have the goal to grow their profitable sales. However, given their competition, this goal is challenging for them to achieve
- **Identify and plan** where you can substantially grow your profitable sales
- Increase your company's profitable sales by 10% to 20% within 12 months

2. Sharpen your market focus

- Some companies are unclear about the markets that they should concentrate on. As a result they waste a lot of the energy, time and resources
- Clarify your sales goals and create or **pinpoint focus** on your customers
- Over 12 months, gain enough of the profitable customers you want to achieve FastGrowth

3. Decide your special niche for FastGrowth

- The potential customers of some companies often find it difficult to distinguish these companies from their competitors. The result is often **static sales** and low retention of customers
- Decide and create your special niche that inspires you
- Significantly increase your market value

4. Define your compelling business proposition

- Growth companies usually make their business proposition to their customers the **corner stone** of their FastGrowth strategy
- Define your new compelling business proposition for your key service or product
- Within 12 months, substantially increase your sales through your new proposition

5. Develop your successful new products & services

- For many companies their existing products and services just aren't capable of generating enough FastGrowth. Their challenge is to develop some high value products and services
- Create, select and develop at least **2 new products and services** for your company
- Successfully launch one of your new products and services within 18 months

6. Create your WOW business

- To potential customers many businesses are just **DULL**
- Create your business that WOWs both you, your people and your customers
- By creating your WOW business you transform your company, fast

7. **Generate potential customers**

- Many business leaders have ambitious growth goals for their companies. However, some of these companies **generate insufficient potential customers** for their business growth
- Decide your key marketing tools and create your successful marketing plan
- Within 12 months significantly increase your profitable sales

8. **Filter in your high-probability customers**

- Some companies **waste** a lot of their precious **time and resources** on those potential customers who probably will not become actual customers
- Create and then refine your process to filter-in high probability customers
- Within 12 months substantially increase your profitable sales

B. **RETAIN YOUR IDEAL CUSTOMERS**

1. **Gain your ideal customers**

- A problem facing some companies is an **ineffective sales process**. The result is that they just don't gain enough profitable customers
- Create and implement a successful sales process for you and your team to gain plenty of your ideal customers
- Achieve remarkable business growth within 18 months

2. **Achieve your optimal selling prices**

- Some companies have poor pricing strategies and make **big mistakes** when pricing their products and services
- Focus on and refine your pricing strategy to gain your ideal customers at optimal prices
- Within 12 months enjoy profitable sales from the right customers for your business

3. **Significantly increase your brand value**

- Many of us are unclear about the brand value that we provide to our customers. As a result we sell our products and services at lower margins
- **Assess your brand value** and plan how to significantly increase it
- Substantially increase the worth of your company

4. **Transform your brand, content and online presence**

- Today some companies are achieving extraordinary FastGrowth through their brand and online assets
- Enhance and integrate your brand, content and online presence
- **Transform** these 3 assets to achieve **FastGrowth** within 2 years

5. **Manage relationships with your customers**

- Customer loyalty is declining because they have plenty of options, so your relationships with your customers is vital to your business success
- Assess how well you manage your company's relationships with your customers and plan to improve these relationships
- **Survive, thrive and grow** as a company

6. **Increase your lifetime customers**

- Ideal customers who you retain for a lifetime are key to your business growth
- Calculate the financial benefits of your **lifetime, ideal customers** and plan how to increase these customers
- Within 12 months, significantly increase the % of annual sales from your lifetime customers

7. **Gain your valuable referrals**

- In our increasingly overcrowded markets most of our marketing is far less effective than it used to be. As a result the cost of us gaining new customers is becoming very expensive
- Some companies achieve more than **20% of new customers** from referrals
- Plan how to gain more valuable referrals for your company

8. **Build your successful online business**

- Many of us have potential customers who now **expect 24/7 service**. We also face new competitors coming at our customers on online channels
- Build and/or enhance your successful online business
- Within 18 months your online business is contributing significantly to your bottom line

9. **Achieve additional, profitable revenues**

- Many companies are striving to increase their profitable sales by growing their customer base. Sometimes they could achieve higher revenues by focusing on their under-utilised resources and also from add on services and products
- Significantly increase your additional, profitable revenues
- **Add 10% to 20% to your annual sales** from your additional revenues

3. THE FASTGROWTH WORKBOOKS FOR YOU TO INCREASE YOUR PROFIT AND ENHANCE YOUR PROFIT MULTIPLIER

A. INCREASE YOUR PROFIT

1. Plan how to increase your operating profit

- The goal of many companies is to increase their operating profit yet some **lack a clear plan** to achieve this goal
- Create your Profit Plan and successfully implement it in your company
- Significantly increase the value of our company

2. Achieve a lower breakeven

- For many companies a low breakeven is often crucial for their profitability and business growth
- Calculate and then plan to achieve your lower % breakeven through **both** lower fixed costs and higher % gross margins
- Within 12 months, through our lower breakeven, substantially increase your operating profit

3. Develop a strong business model for FastGrowth

- Some established companies **fail spectacularly** because they retain their old, weak business models
- Assess your company's business model and plan how to strengthen it
- Substantially increase your profit through your stronger business model

4. Streamline your business processes

- There are some remarkably successful product and service companies across the world who **thrive** through their efficient processes
- Identify one of your key business processes and streamline it
- Within 12 months, through your streamlined, efficient business processes, significantly increase your profit

5. Keep your FastGrowth on track through effective indicators

- In today's highly competitive markets, business leaders need the **right information** and controls for their companies to thrive and grow
- Decide your 10 Key Performance Indicators (KPIs) that will keep your business performance and growth on track
- Within 12 months, through your KPIs, increase your profit

6. Raise the finance for your FastGrowth

- Many companies want to grow but find it difficult to raise additional finance for their business growth
- Clarify both the **purpose** and the **amount of additional finance you need**
- Identify and obtain your preferred finance option for your FastGrowth

7. **Acquire and integrate your company for FastGrowth**

- There are companies that grow impressively by acquiring and integrating other companies. However there are other companies that **waste large amounts of money, time and company value** in buying other companies
- Plan how to successfully finance, acquire and integrate another company
- Enjoy remarkably profit growth from your buy and build plan

8. **Successfully implement your key projects**

- In growing their companies, business leaders need to implement a series of projects. Many such projects **seriously overrun** their budgets and deadlines and sometimes fail to meet the deserved goals
- Successfully implement your next key project
- Implement your future projects on time and to budget and significantly increase your profitability

B. **ENHANCE YOUR PROFIT MULTIPLIER**

1. **Plan your desired market value**

- Many business leaders want to achieve a high market value for their companies but don't have a clear idea of their desired market value
- Identify the critical factors which **depress your current profit multiplier** and market value
- Calculate your target profit multiplier and plan how to achieve your desired market value

2. **Be a FastGrowth Business Leader**

- In FastGrowth companies, the business leaders are effective at **both improving** their existing business **and developing** their future business
- Assess yourself as a FastGrowth business leader and identify your 4 priorities for significantly increasing your effectiveness
- **Transform** the profit multiplier and market value of your company

3. **Create and protect your intellectual property**

- Many business leaders are **unaware** of the **huge financial and commercial value** of the Intellectual Property (IP) of their companies
- Create your strategy to assess, create and then protect your IP
- Significantly increase your market value through your IP

4. **Create your successful strategic alliances**

- A lot of business leaders attempt to achieve FastGrowth through strategic alliances but many of these alliances **fail miserably**
- Assess the potential of strategic alliances on your company's growth and plan your next strategic alliance
- Within 12 months increase your market value through your successful alliances

5. **Grow your business nationally and internationally**

- With **possible saturation** of their local markets, now is a good time for many companies to grow into new geographic areas
- Plan how to substantially grow your business nationally or internationally
- Significantly increase your sales, profit and profit multiplier by successfully implementing your plan

6. **Get your products and services into a big market**

- Many companies are stuck in a **small niche** i.e. they find it difficult to get into a **much bigger, more profitable niche**
- Plan how to **successfully** get your products and/or services into your target, big market
- Transform your market value

7. **Prepare your business for a high value sale**

- Despite consistently increasing their sales and profit some business leaders find it difficult to sell their businesses for good values. Why? Many of these businesses **fail to inspire** prospective buyers
- Create your Action Plan to prepare and groom your business for a high value sale
- Significantly increase **both** your sales value **and** the ease of selling your business

8. **Sell your business effectively**

- **80%** of business sales **collapse** before completion at **huge financial and psychological costs** to their business owners
- Plan how to sell your business effectively by defining your clear goal for your sale, deciding a realistic value and finding your ideal advisers
- Substantially increase your market value