

Business Benchmark Academy



What is the “Business Benchmark Academy”?

The BBG Academy is a program designed for trade-based business owners who are looking for the first stages of help in building their business.

This program gives you what you need to set milestones, monitor your progress and it will set you up to achieve real results, and sustainable, ongoing growth.

It is where small business owners can really get to grips with the fundamentals of business. Our program is specifically tailored to deliver real results in real time: more profit, more organization and positive lifestyle changes.

Who is it for?

- Business owners with 2 or more full time employees and invoicing over \$10k per week
- Owners who need help with the headaches of running a small business
- Owners with lives in chaos trying to balance phone calls, being on the tools, quoting, invoicing and managing their first employees.

What are the outcomes?

- Identify strategies to get your business through the difficult times
- Honest and actionable feedback on your business and how to grow
- Learn how to win more sales and how to work a client referral program
- Understand the basics of your business scoreboard – what’s making you money and what isn’t

- Learn the systems and processes that you need to grow your business in a predictable – and sustainable way.
- Mindset-shift to what is possible and an understanding of how you are going to get there.

What is a “Round Table Group?”

The core of this program. Being a business owner can be a lonely existence – everything rests on your shoulders.

Support for you as the leader in your business is essential. Join our Round Table Community of likeminded business owners and check-in weekly to ‘pulse check’ where you are at and hear from others in your industry.

These weekly meetings are your dose of reality, a push in the right direction, the motivation to move forward. The other business owners are your sounding board – they will give you the advice and help you need, along with our business strategists.

Learn what others in the construction and trades industries are doing to get ahead any week of the year.

You’re in a trusted group where you can discuss the challenges you’re facing – and others in the group who have been through the same challenges will give you invaluable advice about how to approach the hurdles.

Get Immediate peer to peer support, access to direct coaching in the moment and innovative ideas and solutions to any problems you are facing today. This is an opportunity to foster relationships within your industry from business owners who are actively growing their businesses.

What’s included?

You will be committed to the following:

- **6 x 5-hour intensives**
Focusing on the core elements that make every successful business tick:
 - ✓ **Bi-annual (Jan/July) Planning Intensives:** 2 x 5-hour strategic planning days. Develop a clear, intentional and strategic profit plan with proven methods to track and enhance the key profit areas of your business.
 - ✓ **Sales & Marketing:** How to find your ITM customers and build a referral-based network
 - ✓ **Financial Literacy:** Learn how to read your scoreboards like a pro!
 - ✓ **Operations:** Understand how to improve the systems and processes in your business that ensure you are efficient and making money
 - ✓ **Team:** Hire slow and fire fast! Build the team that will support you in building the business you are dreaming of
- **Key Numbers Dashboard**
This tool gives you a clear picture of your results and how you are trending. Understand where the money is in your business and when and why you are making a profit.
- **Annual progress review:**
Compare where you are now to where you will be in 12 months’ time and where you want to go next.
- **Roundtable Groups:**
Meet with other business owners and share knowledge and experience with one another every week.

What’s the investment?

One seat:

Monthly payments of \$1,067 + GST

Additional seats (same business):

\$500 + GST