

GROW

PROGRAM

Kelly+Partners GROW Program

INTRODUCING THE KELLY+PARTNERS GROW PROGRAM

A HIGH LEVEL, STRATEGIC BUSINESS COURSE DESIGNED TO ...

- **Grow your sales, profit and income**
- **Turn your business into a highly valuable saleable asset**
- **Free up your time, dissolve business stress and improve your lifestyle**

If you'd like to take your business and life to a whole new level of profitability, growth and success, then I'd like to invite you to join me in my brand new high level business training for forward thinking business owners.

The program is a culmination of over 20 years of experience working with world class businesses, entrepreneurs and visionaries.

A 9-month program where you will not only discover, but rigorously implement, business transforming and life changing strategies on a day to day basis.

The result for you will be multiple business breakthroughs that deliver dramatic increases in profits, income and asset value.

On top of this, you will experience profound personal growth ... developing the mindset, habits and internal skills of a high growth, entrepreneurial leader.



Before I go any further, let me share why you should listen to what I have to say ...

Over the last 20 years, I've had the opportunity of working with some of the most respected business owners and thought leaders in Australia and around the globe.

- I've interviewed, consulted and worked with more than 1,000 cutting edge entrepreneurs, business leaders and authors.
- I've worked with the owners of hundreds of companies.
- I work with high net worth individuals and investors on a daily basis.
- I've written 4 Best Selling books on business and success ... I was even nominated as a Young Australian of the Year Finalist for one of my books.
- I've spent my life dissecting the most successful businesses and the people behind them. Through doing so, I've uncovered, discovered and created systems for leveraged results. Strategies that literally give you an unfair competitive advantage in business.

Here's just how powerful this information can be to your business ...

- Using the strategies I'm going to be sharing with you, in the first year of launching Kelly+Partners, *BRW Magazine* ranked us number 87 in the country out of some 13,000 accounting firms in Australia for total revenue.
- We've since appeared in the BRW Top 100 Accounting Firms 6 out of the last 7 years.
- In just 7 years, we've become the 38th biggest accounting firm in Australia for total revenue.
- In 2011, we were ranked BRW's Fastest Growing Accounting Firm (again, this is out of some 13,000 firms).
- An independent survey ranked Kelly+Partners as the Most Efficient Accounting Firm in Australia in 2008.
- Our business helps over 4,000 organisations annually.
- I tell you these things not to brag, but to illustrate the power of the systems and tools I'll be sharing with you. Tools we'll be putting in place in your business to take you to inspiring levels of success.

Kelly+Partners GROW Program

The ultimate strategic business growth laboratory

Not only have we put this info into action in our own business, we've had the opportunity and privilege of helping literally thousands of businesses grow and take their businesses to the next level.

Dealing with thousands of businesses has given us key insights into the exact results produced when a strategy is implemented. Not hearsay, but actual, quantifiable numbers. It's the ultimate business growth laboratory.

We can see first hand how a strategy performs or how a decision affects bottom line profits. Lucrative business intelligence I'll be sharing with you, that can save you years of trial and error and help you make smart, focused decisions.

THE BOTTOM LINE IS, THIS STUFF WORKS

It's worked for me to build one of Australia's fastest growing and most competitive accounting firms ... it's worked for many clients, in almost every industry you can think of, to grow their businesses by staggering amounts ... and it will work for you to.

THE KELLY+PARTNERS GROW PROGRAM

A 9-Month, 'Roll Up Your Sleeves' Business Transformation Program

Over the past year, along with a group of my top level advisors in Kelly+Partners, we've taken the best of these techniques, tools and strategies and boiled them down into a highly focused, hands on program.

A 9-month, intensive business transformation program, where we'll develop the 9 key building blocks and leverage points designed to take your company from good to great. From where you are, to where you want to be. From acceptable growth to multiplied profits.

Introducing ...

THE 8 KEY BUILDING BLOCKS FOR CREATING A FAST GROWTH, HIGH VALUE, SOLID BUSINESS ASSET

1. PERSONAL ASSESSMENT
 2. STRATEGY
 3. PEOPLE
 4. PROCESS
 5. CLIENTS
 6. FINANCIAL
 7. REPUTATION
 8. SUCCESSION / EXIT
- CONCLUSION / FOLLOW UP

Individually, these areas will make a huge difference to you and your business ... combined however, they will produce exponential results. Multiplying your profits and building a fast growing, solid wealth asset.

The program is made up of a series of small, focused group sessions with myself and various other experts. This isn't your usual workshop or seminar ... this will be hands on. So come ready to take action.

Here's a taste of what we're going to cover together working on your business ...

GROW TOOLS

You'll receive a specific set of GROW Tools to serve you throughout the program and beyond. Tools that will revolutionise the way you think and the way you do business.

YOUR WEALTH ROAD MAP

One of the biggest reasons most people fail to build the sort of wealth they deserve is that they have no idea where they are, let alone where they're going.

Together we're going to develop your Wealth Road Map. A powerful guide that will illuminate the most lucrative and rewarding path for your business and your life ... ensuring you experience a deeper fulfillment throughout the journey while achieving life changing goals along the way.

PRE-PROGRAM ASSESSMENTS

Building the foundations to operate as a high level entrepreneur

Utilising a series of processes and tools, you'll discover deep insights about your unique profile and drivers when it comes to building a business, making money, leading others and working at your most productive.

This will create a framework for peak performance throughout this program and beyond.

YOUR MONEY PROFILE

Through this process you will discover insights into your subconscious habits, traits and behaviours when it comes to Money ... and how to strengthen them.

YOUR BUSINESS PROFILE

You'll discover your hidden thought patterns and subconscious decision making processes when it comes to business. Uncovering any areas where you're sabotaging success and working your strengths to perform at your peak.

ORGANISATIONAL FITNESS ASSESSMENT

We'll give your business a full fitness assessment to uncover the weak points and constraints in your organisation.

You'll have a clear picture of what parts of your business need improvement and how to improve them.

UNIT 1 | PERSONAL ASSESSMENTS

Uncovering your strengths and greatest opportunities

A series of personal assessments and tools will reveal where your greatest opportunities and ROI activities are ... helping you build a solid foundation for your life.

This program is about more than just growing your business ... we'll be going to work to bring order and certainty to your entire financial universe. Setting up the foundation for powerful personal wealth accumulation.

If you're like many, this will be the first time you really feel like you know where you are, where you're going ... and the first time you really have a clear, accurate check of what tools and assets you have at your disposal.

UNIT 2 | STRATEGY

How to create an uncontested, world class business

YOUR MISSION

In 1961, John F Kennedy spoke the words ...

“This nation should dedicate itself to achieving the goal, before this decade is out, of landing a man on the moon and returning him safely to Earth.”

With this statement not only a nation, but the entire global mission was set in motion.

- We'll explore the inner workings of some of the most innovative, well known brands. And how to create missions that win market share, turn your employees into a high performance team and create amazing customer loyalty.
- You will create and refine a potent mission and implement it with gusto ... transforming your internal culture to one of inspiration, success and achievement ... while creating a customer base of raving fans.

YOUR VALUES

- We'll dissect the most successful and enduring companies around. How they grow, how they attain superior performance, and how to create an extraordinary company.
- You'll create a set of Core Values and a Company Culture that moves mediocre companies into greatness.
- More than just having good intentions or creating a fancy statement that you stick on your office wall, you will build a 'cult like' culture around your core ideologies that inspires your team and leaves a lasting impression in the minds of your customers.
- You'll unlock the secret to exponential growth and some of the greatest financial success you've experienced by uncovering 'higher order' value that you can add to your customers lives.
- We'll explore a 10-year growth study of 50,000 brands that reveals what drives the 50 highest performing companies. We'll then create an actionable framework to develop a passionate customer base, an energized culture and industry dominating profits.

GROW Tools

How to create a Visionary Company

You'll discover the key denominators of exceptional companies that have stood the test of time. Companies like Hewlett-Packard, 3M, Motorola, Procter & Gamble, Merck, Nordstrom, Sony, Disney, Marriott, and Wal-Mart.

"Visionary companies" that have both endurance (with an average age of nearly 100 years), and sustained performance (for example, their stock has performed 15 times better than the overall stock market has since 1926).

We'll explore the timeless fundamentals these companies do differently in contrast to ordinary businesses and those that fail.

- You'll discover and implement a model inherent in many of the most durable companies that will help bring consistency to your growth and have you positioned to overcome the rough patches.
- You'll embark on a process for creating clear and compelling goals that serve as unifying focal points of effort for your team.
- We'll work with diagnostic tools to reveal exactly where you are on your journey of creating an extraordinary company and what points will bring the greatest ROI's for your effort.
- You'll create an Annual Strategy Map and Balance Scorecard to keep you and your team intensely focused on your key outcomes.
- We'll refine your proposition to the marketplace and clearly articulate what sets you, your products and services apart from the competition. You'll enter the mind of your customer and tailor your messaging to speak to them on a powerful emotional level.

UNIT 3 | PEOPLE

Top performing companies always think first about 'who' and then about 'what'

They make sure they have the right people on the bus, the wrong people off the bus, and the right people in the key seats before they figure out where to drive the bus.

- We'll create systems for your business to build a team of passionate, driven, disciplined leaders all working towards the same vision.
- You'll learn how to attract and retain 'A Players' that leverage your results while managing themselves.
- You'll discover how to create an inspirational environment that facilitates leadership and growth ... and creates a team of superstars.

UNIT 4 | PROCESS

- You'll create an Operations Map that gives you a birds eye view of your entire business, illustrates performance constraints and highlights key leverage points.
- You'll document the systems and processes that create a solid company that grows whether you're there or not, giving you the freedom, flexibility and breathing space to focus on high value activities.
- You'll take the guesswork out of your business and begin driving it with data.
- You'll begin to implement in your organisation the 'habits' that John D. efiller employed to master the oil industry and become one of the richest men ever. Timeless habits that produce real market value and owner wealth as much today as they did then.
- You'll discover ideas of thought leader whom Tom Peters called "... the guru of fast growth companies."
- You'll gain a deep understanding of the fundamental drivers of influence and persuasion ... and how to apply them to empower your team, grow market share and understand human behaviour.

GROW Tools

UNIT 5 | CLIENTS

- We'll look at how people engage with your company and the journey you take them on.
- You'll construct an experiential process that takes prospects and turns them into raving fans.
- You'll understand where the key touch points are between them and your company, and how to turn these into an extraordinary experience for them.
- We'll bring to light the steps to becoming one of the most highly valued, influential and highly paid people in your industry.
- You'll discover powerful marketing techniques for building your client portfolio, attracting new prospects and converting them into paying customers and clients.

UNIT 6 | FINANCIAL

Taking Your Financial Universe to New Heights

- We'll run a Business Performance Evaluation addressing key financial issues like your profitability, cashflow, liquidity and solvency, the efficiency of your financial systems and planning ... and how they can be strengthened and improved.
- We'll implement a Business Snapshot Report that will give you a dashboard for the health and daily performance of your business.
- We'll simplify your data down to essential KPI's so your business growth becomes enjoyable instead of stressful.
- You'll discover new methods of tracking progress and keeping your team engaged and committed to your financial goals.

UNIT 7 | REPUTATION

Where your company becomes a truly great driving force in your community

- You'll discover strategies for how you participate in your community and in your industry ... And how to become a highly influential and respected institution.
- We'll examine the community touch points for your company and how to improve them.
- You'll create a plan for creating your ideal reputation and then, how to manage it.

UNIT 8 | SUCCESSION / EXIT

What's Your Exit Strategy?

- We'll explore in depth the different options available for your personal long term success and the enduring success of your vision.
- We'll look at the big picture of what you want to be known for, how you want to contribute to those around you, your community, the world.
- With this long term vision, you'll operate and lead with more certainty, inspiration and conviction.

SURROUND YOURSELF WITH AN INNER CIRCLE OF FORWARD THINKING EXPERTS AND INSPIRED BUSINESS OWNERS FOCUSED ON FAST GROWTH AND BUILDING EXTRAORDINARY COMPANIES.

Throughout this 9-month program, you'll be working alongside other high level entrepreneurs, business owners and experts.

Needless to say, these connections and will not only inspire you to reach levels you've not yet experienced, but will open the doors to new opportunities and networks.

We'll be setting up special sessions to help facilitate networking and growth within the group.

WHEN WAS THE LAST TIME YOU REALLY PARTICIPATED IN FOCUSED, HIGH LEVEL STRATEGIC PLANNING FOR YOUR BUSINESS?

This is your opportunity to go to work on you, on your finances and on your business.

One of the common traits I've noticed in almost all highly successful business people, is that they take time out of the business to work on it.

Take Bill Gates for example. Twice a year, he used go to secluded secret hideaway, for 'Think Weeks'. Family, friends and employees were all banned from the cabin, giving him focused time to ponder, strategise and map out ideas for the future of Microsoft.

How often do you take time out to really focus on your business and finances?

It's our goal to make this the highest returning activity you participate in all year.

GROW Program

CONCLUSION / FOLLOW UP

How to apply

The Kelly+Partners 'GROW PROGRAM' is by invitation only. If you feel you could benefit from 9 months of high-level strategic planning and execution on your business and finances, then please call (02) 9923 0800 for further information, including pricing and dates.

I will personally be reviewing every application, and we will only be accepting those we feel will benefit greatly from this experience, are committed to implementation and execution ... and will add value to the other participants.

I hope to see you in the Kelly+Partners 'GROW PROGRAM'.

Sincerely



Brett Kelly

PS. We've limited the number of places available to keep the group small, focused and powerful.

If you're interested, I suggest you call us today on (02) 9923 0800.

Our clients say it best

"I would highly recommend the GROW Program to anybody who is serious about reaching their true potential both personally and in business."

SCOTT EVANS
MANAGING DIRECTOR, GAME FARM



"I would find it very hard to believe that someone could walk away from the GROW Program without about a dozen techniques and concepts which they could use to sustainably and professionally grow their business."

DAVID EINSTEIN
DIRECTOR, ORANGE LINE



"Everybody can learn from it. It will excite you, it will challenge you, it will make you search and in some cases it might make you go back and read. In the course I'm currently in, there are about 150 to 200 years of business wisdom shared not only by Brett but everyone in the room. The growth each person is experiencing is phenomenal."

JIM AITKEN
FOUNDER, JIM AITKEN & PARTNERS



"I recommend the GROW Program to anybody, who like me, was complacent and that was sitting back and allowing their business to operate quite content with where they were but not realising that that is not necessarily success."

STEVE TREVOR
OWNER & MANAGING DIRECTOR, FLAME SAFE



"Each session is very much defined and is dedicated to a particular block. By focusing on areas such as people, process, strategy etc we have uncovered some very powerful stuff."

DAVID KLEIN
DIRECTOR, ORANGE LINE



GROW PROGRAM

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