



BUILDING CHAMPIONS IN SPORT AND BUSINESS
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Dr. Rick Jensen's *Masters of Business Growth Program*

Best Practices Proven to Accelerate Business Growth

MBG Workshop #1

DATE, TIME, AND LOCATION TBD

- Run Your Business (So It Doesn't Run You)
- Design Your Specialized Practice Blueprint
- Work Smarter, Not Harder
- Apply the Five Disciplines of Business Growth
- Leverage the Value of Specialization
- Identify Your Ideal Target Market(s) & Preferred Client Characteristics

MBG Workshop #2

DATE, TIME, AND LOCATION TBD

- Increase Efficiencies via Strategic Book Segmentation
- Build a 5-of-5 Book of Business
- Design and Execute Your C-Client Management Strategy
- Establish Your Maximum Client Capacity
- Create Your Team Capability Bulls-eye
- Build a High Performing Team (Actual or Virtual) Around Your Ideal Clients' Needs

MBG Workshop #3

DATE, TIME, AND LOCATION TBD

- Deliver a Referable Experience
- Become a Master of "Advice"
- Utilize the Science of Trust-Building to Establish Long-Standing Client Relationships
- Differentiate Yourself in a DoL Fiduciary World
- Generate Referrals from Client Advocates and Centers of Influence
- Develop Your Advocacy Network & Specialized Referral Vehicles

MBG Workshop #1

DATE, TIME, AND LOCATION TBD

- Spend Your Time with the Right People
- Create Capacity for Client & Prospect Contact
- Hire and Develop Exceptional Support Staff
- Motivate Others to Take Action (Clients & Team Members)
- Systematize Your Business – Streamline and Manage Your Business Processes
- Maintain Accountability – Metrics to Measure Your Growth Success