

Be brave.
Have fun.
Make a dent.

Dent.[®]

Accelerators

DENT Global Who Are We?

Dent Global are worldwide leaders in strategy and technology for entrepreneurial businesses. In the last six years we've built our global small business, with offices in the UK, USA, Singapore and Australia.



**GLOBAL
SMALL BUSINESS**

We have worked directly with 3000+ businesses to help them become more visible, valuable and scalable.



**3000+
BUSINESSES**

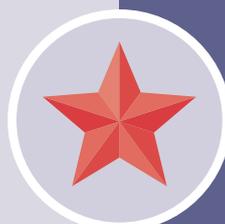
We've launched three best-selling books on business, won major awards and donated more than millions to charities around the globe.



**DONATED MORE THAN
£450,000 to
CHARITIES**

We've worked with businesses of all shapes and sizes from start-up to billions in revenue. We've also worked with celebrities and sporting heroes.

Our flagship Accelerators feature celebrated business leaders who mentor rising stars through acclaimed training and development.



**MENTOR RISING STARS
THROUGH
TRAINING AND
DEVELOPMENT**

As a result, our clients have won awards, grown internationally, been featured in the press, increased their revenue and profit, and raised millions in funding.



**WON AWARDS
GROWN
INTERNATIONALLY**

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If you would like to find out more about our flagship Accelerator, and how you too can become a Key Person of Influence, visit our website www.keypersonofinfluence.com

You're On The ENTREPRENEUR JOURNEY

It's a common journey that businesses go through, and it's more predictable than most people realise. From working with thousands of entrepreneurs and leaders in the UK, USA, Australia and Singapore, we've learned that there are certain problems and frustrations that come along at a very predictable time. More importantly, there are also certain ways to overcome them if you know the journey ahead of you.

There are six stages in the Entrepreneur Journey:

1 START-UP

Excitement/nervousness, focused on first customer, product development, pre-revenue.

2 WILDERNESS

No team, trading time for money, stress or boredom, survival focused.

3 LIFESTYLE

Small dynamic team, over £100K revenue per employee, Key Person of Influence.

4 DESERT

Attempting to scale, internal team issues, stress, expanding overheads, breakdown, unprofitable.

5 PERFORMANCE

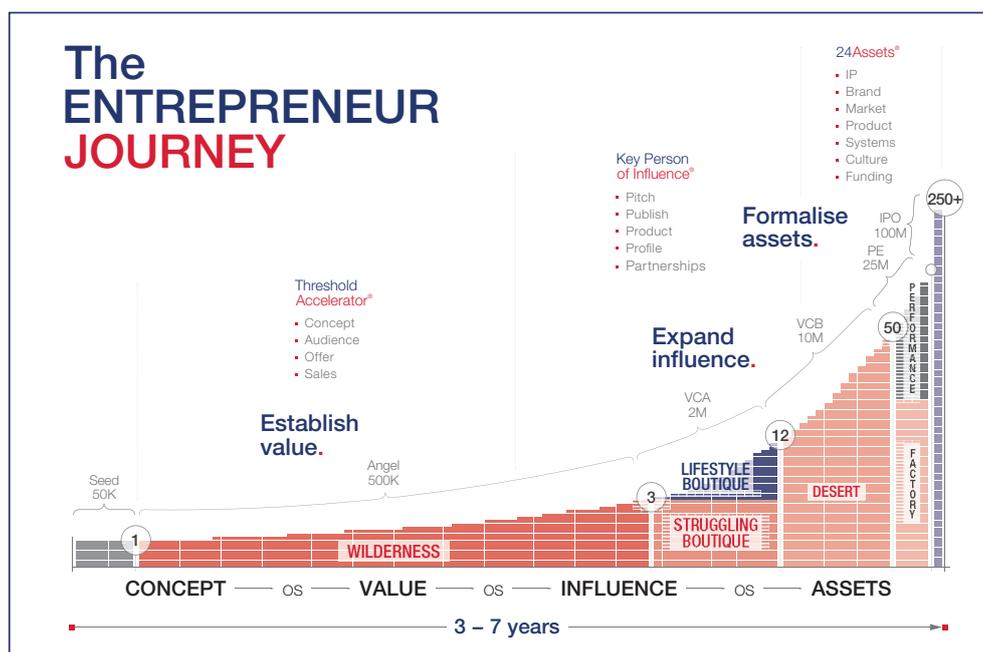
Dynamic, 50+ employees, £150K+ revenue per employee, professional, performance culture.

6 UNICORN

Fast growth for 7+ years, 250+ employees, £190K+ revenue per employee, right time/place/team/market/funding.

We help entrepreneurs and leaders to progress through this journey quickly and build either a "lifestyle" or a "performance" business.

Our insight into the Entrepreneur Journey has helped entrepreneurs and business leaders like you know more clearly what kind of business they truly want and how to get there. And we've developed our Dent Accelerators to help you progress through this journey and build either a Lifestyle or a Performance business as quickly as possible, so you can keep being brave, having fun and making a dent doing what you love.



Our ACCELERATORS

Dent Accelerators have been designed to provide you the three things that are key to your success: environment, focus and resilience.

“Rather than assuming an individual isn’t performing to their full capacity because of some personal trait, we believe everyone has the ability to achieve more when supported in the right ways.” - Daniel Priestley

Environment

Environment dictates performance. A person who might procrastinate and struggle can achieve at the highest level within an environment that helps them focus and take action. In the right environment, exceptional results and high standards become the norm, so we’ve crafted conditions that support fast results.

Each of our accelerators incorporate the 4 elements of a high-performance environment:



Focus

No matter where you are on the Entrepreneur Journey, we at Dent can focus you on the right thing at the right time, so you can avoid wasted resources and energy. We have accelerators designed to focus on:

- **CONCEPT** so you can gauge basic interest
- **VALUE** so you can earn up to £85K (£150K) in revenue
- **INFLUENCE** so you can be more visible, valuable and connected in your industry, and achieve above average revenue per person
- **ASSETS** so you can achieve scale, profit, consistency and increased valuation in preparation for acquisition or global expansion

Resilience

Success in business can take years of highs and lows to achieve. Unless you’re willing to lean in for prolonged periods of time, it’s unlikely you’ll succeed. To create sustained periods of focus, effort and creativity, you need 4 things: passion, income, contribution and recognition.

With our range of accelerators designed for different stages of the Entrepreneur Journey, we at Dent work with entrepreneurial teams like yours for prolonged periods of 3-7 years, giving you time to succeed.

The Dent JOURNEY

Threshold Accelerator[®]

Refine your business concept, build your audience, create your offer and make sales.

Cross the Threshold

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REVIEW

Key Person of Influence[®]

Become more visible, valuable and connected in the industry you love.

Become a Key Person of Influence

Turn to page 9

REVIEW

24Assets[®] Accelerator

Formalise your unique business assets in preparation for funding, acquisitions and global expansion.

Grow Your Business Into an Asset

Turn to page 16



Our Accelerators support B1G1 giving projects, including:

- Providing 365 days of educational support to disadvantaged children in Borneo
- Giving a micro-loan to a woman in Africa for a business start-up
- Providing an underprivileged child a study scholarship for a year

Threshold ACCELERATOR

There's a threshold where "self-employment" ends and "a business" takes its place. You are invited to accelerate through that threshold.

Self-employment is often painful. In addition to the main work a self-employed person does, they also have to contend with sales, marketing, administration and various operations without being paid more for these roles. It's lonely, it's hard and often feels unrewarding.

The sad truth is most self-employed people would be better off with a job; at least there would be a start time, a finish time, focused work and guaranteed pay.

A business is different, it has a life of its own. A business can employ people, the owner can take a holiday and it can afford to pay healthy incomes. A business has promise - it could be global, it could make an impact and create some real wealth for those involved.

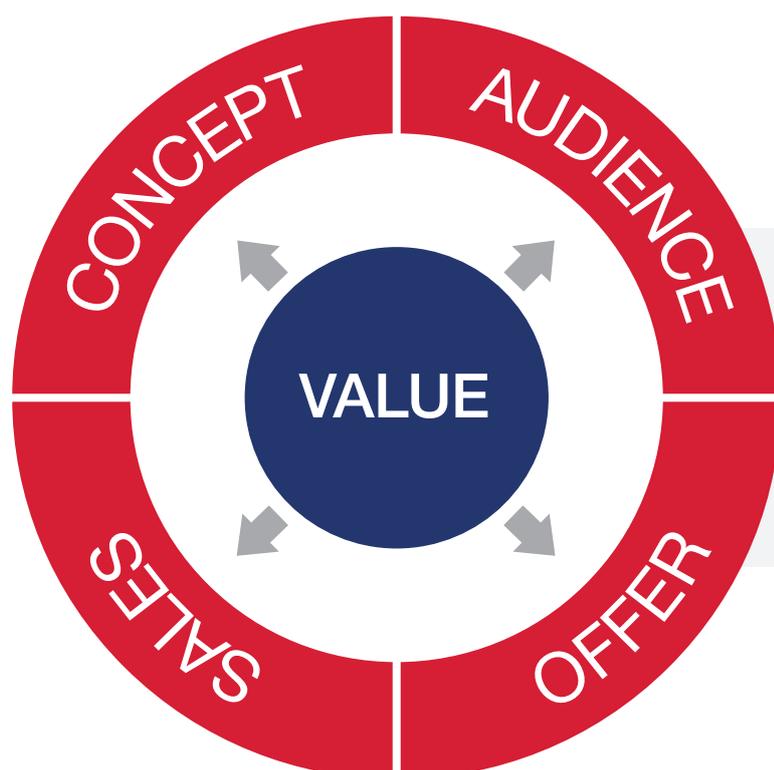
There's a threshold where it changes from self-employment to the formation of a business.

That threshold is also the VAT threshold: £83,000 a year.

When you hit £83,000 a year, the government sees you differently. They see you as a business rather than a self-employed person. You also see things differently. This business becomes less about you and your time and more about the client and fulfilling their needs. The feeling is optimistic and the future feels expansive.

You need to make a choice. Do you want to be a business owner or do you want to remain self-employed?

To cross the VAT threshold, you need:



If you know you want a business and you want to cross the threshold, this Accelerator is designed to get you there as fast as possible. It's the support, the best practices and the accountability you've wanted.

What's Included

- Up to 3 x 1-day workshops on identifying and refining your business concept.
- Up to 3 x 1-day workshops on identifying, building and reaching your audience
- Up to 3 x 1-day workshops to create and develop your offer and the accompanying collaterals
- Up to 3 x 1-day workshops to help you develop and master the sales conversation
- A Threshold Accelerator workbook with templates, practical activities and tasks that'll keep you on track to refine your concept, build your audience, create your offer and make the sales.
- Introductions and access to tried and tested tools to help you smash through the VAT threshold
- Access to our Threshold Accelerator community Facebook group, where you can get ideas, advice, support and accountability from peers, guest speakers and mentors.

Who's This For?

This Accelerator is for driven, qualified professionals who currently have businesses with less than £80K revenue. This typically includes start-ups, transitioning employees, self-employed professionals, consultants, trainers and people with a valuable technical skill.

This is not for people who want to continue in self-employment mode. If you never want to create a product, build a team or run a marketing campaign, then this is not for you.

If, however, you have an ambition to break through the VAT threshold and then keep going, then this is definitely for you.

What We Want From You

- 1 Be brave.** Don't go reptile - on the Accelerator we will give you additional work to do that requires you to get resourceful and step outside your comfort zone. In moments of discomfort, keep your eye on the prize - we are on your side, fighting your corner.
- 2 Have fun.** Some of the work we do in month one produces results in month six. Trust and enjoy the process, and push through the impatience and frustration.
- 3 Make a dent.** Do the work, no matter what. We assume you're busy, that you have other commitments, but we also assume you are driven and resourceful. Don't come to the group with excuses, walk in the door with results.

What Other Entrepreneurs Are Saying About THRESHOLD ACCELERATOR



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In nine months since starting the Threshold Accelerator, my business sales have tripled in comparison to the whole year before. I also gained so much clarity on my business that I was finally able to translate this into a proper and distinct brand identity.

Although I had an extensive business knowledge prior to the training, the Threshold Accelerator helped me grow my business the most by bringing my attention to – and refining – the basics of running a successful business. It also made a huge difference that by being in the Accelerator, I was in a performance-focused business environment. That shift in environment helped shift my thinking, and I saw things more like a businessman and not just as a life coach and speaker. The cherry on top was that I won the Dent Threshold Accelerator Business of the Year award!

Many entrepreneurs get lost in the noise of marketing and their fear of selling. If you'd like to accelerate your business by making it simpler rather than adding layers of complication, then I'd highly recommend the Threshold Accelerator.

Tomas Svitorka, Life Coach & Speaker, Founder of OK is NOT Enough®



“

The Threshold Accelerator was a huge eye-opener for me. It helped me get super clear on my value and how I was going to deliver it. If you're in a fog about your business, then I would thoroughly recommend this programme.

Anandi, The Sleep Guru

Key Person of Influence ACCELERATOR

At the centre of every industry you will find an inner circle of people who are the most well-known and highly valued people. They are the Key People of Influence.

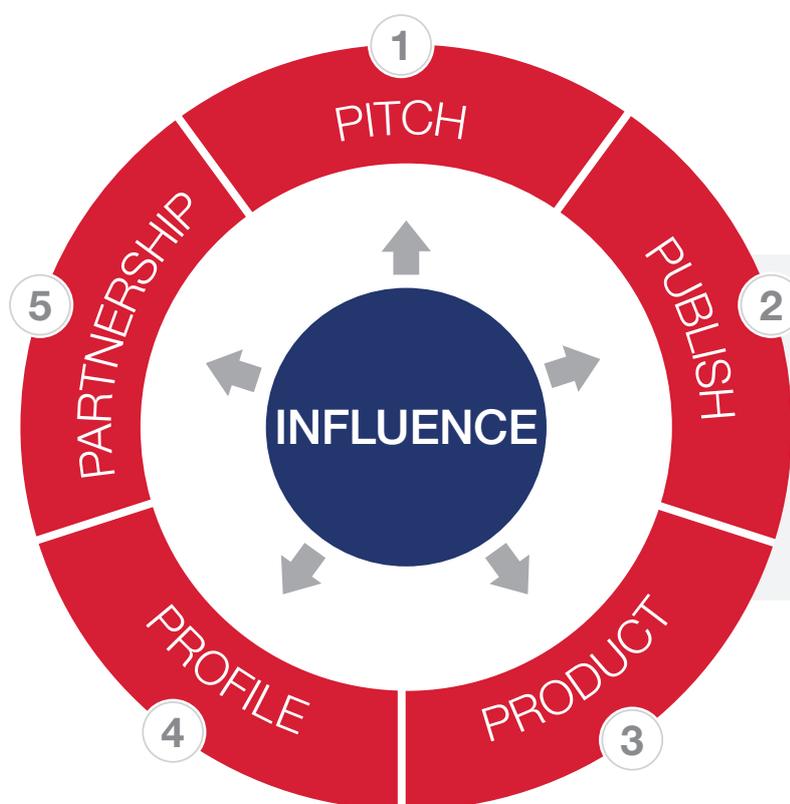
You Probably Already Know These People in Your Industry:

- Their names come up in conversation - for all the right reasons.
- They attract a lot of opportunities - the right sort.
- They earn more money than most - and it isn't a struggle.
- They can make a project successful if they are involved - and people know it.

Key People of Influence enjoy a special status in their chosen field, because they are visible, valuable and well connected in the industry they love. They get invited to be part of the best teams and projects and they can often write their own terms.

Key People of Influence also have more fun. They are treated with respect and others listen when they speak. These people are in demand. They don't chase opportunities, they curate them.

Being a Key Person of Influence involves 5 Best Practices:



"That's what we mean by a 'Key Person of Influence'. They call the shots. They make it happen. They're playing the game, not getting played by it."
- Kevin Harrington,
Celebrity Entrepreneur & Author

"THE WORLD'S LEADING PERSONAL BRAND ACCELERATOR"
- THE HUFFINGTON POST

OVERVIEW

Success requires more than just a set of technical skills. A Key Person of Influence needs to hone 5 special skills that set them apart:

 <p>1</p>	<h2><u>PERFECT PITCH</u></h2> <p>Regardless of how great your product or service is, if you don't have an amazing pitch, people will always struggle to recognise your value.</p>
 <p>2</p>	<h2><u>PUBLISHED CONTENT</u></h2> <p>Publishing through books, blogs, reports and articles builds credibility, authority and attracts fresh opportunity from anywhere in the world.</p>
 <p>3</p>	<h2><u>PRODUCT ECOSYSTEM</u></h2> <p>Turning your skills, ideas and talent into products increases the number of people you can add value to, breaks the time-for-money-trap, and allows you to spend more time innovating.</p>
 <p>4</p>	<h2><u>INDUSTRY PROFILE</u></h2> <p>You are who Google says you are. Being good at what you do is no longer enough. You also need to stand out and be recognised.</p>
 <p>5</p>	<h2><u>POWERFUL PARTNERSHIPS</u></h2> <p>Creating the right partnerships and joint ventures allows you to scale. Anything is possible when the right people work together in the right ways. Your business will adopt the characteristics of the people and organisations you partner with.</p>

These 5 steps are a powerful guide, but strategy is nothing without implementation. The Key Person of Influence Accelerator creates a high performance community dedicated to one thing: output. When you repackage the value you already have around these 5 steps, and implement with excellence, the acceleration you will experience in your life and business will astound you.

1 PITCH

Why Perfect Your PITCH?

You may have a great product, service or idea, but if you can't communicate it in a remarkable way, you're quite simply underperforming with what's possible.

This Accelerator is your chance to learn and adopt the proven strategies of a master of pitching ideas into reality.

While working with your Pitch mentor you will:

- Determine your ideal market niche that will allow you to stand out from the crowd.
- Craft your brand essence that will ensure

your business grows as an authentic expression of who you are.

- Design a powerful pitch that inspires you and your potential customers, guided by our proven pitch architecture
- Develop more certainty, clarity and commercial viability than ever before.

**YOU GET WHAT YOU PITCH FOR,
AND YOU'RE ALWAYS PITCHING.**

2 PUBLISH

Why PUBLISH?

In today's economy, publishing not only positions you as a credible authority in your industry (allowing you to charge premium prices), it's also one of the key ingredients in ensuring a steady flow of high-quality inbound opportunity.

Think of every article or book you write as an asset: get it right and once it's done, its return on investment will keep paying dividends.

Do you:

- Feel you have valuable ideas and expertise – but don't know how to start turning them into blogs, reports or even a book?
- Have a unique perspective that others could benefit from – but question whether your message is correctly positioned for your market.
- Know your career or business could benefit from you becoming an author – but lack the confidence and know-how to publish?

This Accelerator is your chance to tap into the mind of a writing and publishing master.

While working with your Publish mentor, you will:

- Hone your core message and create your book's killer title.
- Pick the book archetype to best showcase your knowledge.
- Clarify and structure your content following a tried and tested model, so your book almost writes itself.
- Receive feedback on your book pitch and book synopsis.
- Learn to adapt your language for impact and readability.
- Understand the best publishing option suited for your ambitions.
- Be coached throughout your book writing process through interactive LIVE webinars.
- Launch your book to get your name known and rank high on Amazon.

**INFLUENCE FLOWS
FROM OUTPUT.**

3 PRODUCT

Why create a PRODUCT Ecosystem?

Many businesses make the big mistake of focusing on only one product or service that typically involves trading time for money. An Accountant offers 'accounting', a Personal Trainer offers 'personal training'. One of the fastest ways to create a breakthrough in your business is to move beyond thinking about individual products and services, and begin to develop a product ecosystem.

If your income is directly linked to your time then you're making money the hard way and overlooking the real value you have to offer. Productising your services will allow you to build business assets that generate revenue on your behalf, allowing you to focus on more important – and fun – things.

While working with your Product mentor, you will:

- Develop products that 'prime' your prospects and 'pre-sell' your offering.
- Develop products that allow you to deliver far more value, increasing the number of people you can serve.
- Discover the ideal product ecosystem for your unique business model.
- Switch from a restricted time/service model to a scalable product/value model.
- Implement our Ascending Transaction Model, our proven product creation methodology.
- Multiply the asset value of your business, making capital an investment and logical next step.

INCOME FOLLOWS ASSETS.

4 PROFILE

Why build your Profile?

Your reputation, both on and offline is one of the most powerful marketing tools you have at your disposal. Whether you secure coverage in traditional media or online, if you drive newsworthy, value-driven content, you can gain enormous traction in your business and become valued as a key player in your industry.

A profile saves you time. When you gain visibility in your industry, the right people can come and find you. Rather than chasing every new deal, high-profile people get to curate the opportunities that regularly come their way.

A high quality profile leads to quality clients, partners, team, suppliers, investors and further exposure.

Those who rank highly in their industry don't keep their light under a bushel, they make sure the right people know what they are up to. Great leaders know how to raise a message high above the noise.

While working with your Profile mentor, you will:

- Turbo-charge your profile online and offline.
- Determine your key 'stories' and 'hooks' that the media and your audience will love.
- Learn how to outsource the functional aspects of your media strategy.
- Discover simple tactics that will help ensure Google loves you.
- Leverage your authentic story and avoid shameless 'self-promotion'.

**BE GOOD AT WHAT YOU KNOW,
AND KNOWN FOR WHAT
YOU'RE GOOD AT.**

5 PARTNERSHIP

Why Partner?

The common mistake is thinking you're not making enough money because you're not valuable enough. Your real wealth comes when you leverage your existing value with others.

Without question, a great partnership can transform everything and take your business to a whole new level. But until you've established yourself as a Key Person of Influence, it's nearly impossible to meet eye-to-eye and get the breakthrough deal.

- Standardise your Joint Venture so it can be multiplied many times over.
- Learn how to pitch your partnership opportunities.
- Standardise your partnerships.
- Improve your brand through partnerships.
- Add products to your business through partnerships.
- Become more investor-ready.

While working with your Partnership mentor you will:

- Discover how to package your value in preparation for a Joint Venture.
- Identify the perfect Joint Venture partners.
- Learn how to pitch your Joint Venture so you get a fair deal.

**BE IN PARTNERSHIP
WITH EVERYONE WHO TOUCHES
THE BUSINESS.**

What's Included

7 x whole-day live workshops with our Key Person of Influence mentors who have extensive experience and success in their respective modules.

- Launchpad: An Orientation Day
- The Perfect Pitch
- Publish Your Content
- Productise Your Intellectual Property
- Raise Your Profile
- Joint Ventures & Partnership
- Catch-Up Day

Workbooks and posters provided at each session, all designed to help you complete the action steps that'll help you become a Key Person of Influence

Access to our Key Person of Influence community Facebook group, where you can get ideas, advice, support and accountability from peers, guest speakers and your mentors

12-month access to our online Portal, where you can join live Webinars from our mentors from around the globe, and use our e-Learning modules that complement the live workshops

Who's This For?

The Key Person of Influence Accelerator is designed with busy people in mind. Our clients achieve their results while they continue to run their business and implement what they learn on the accelerator.

The combination of focused training sessions and online resources allow people to become Key People of Influence in their industry within the context of running an enterprise. If you're waiting for the perfect time, just remember: prolific beats perfect.

What Other Entrepreneurs Are Saying About KEY PERSON OF INFLUENCE



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6 days after Key Person of Influence Pitch Day I pitched to an environmental charity. I used my 30-second pitch in the presentation. I also shared my method which had been significantly improved following a conversation with the Key Person of Influence mentor on pitch day. When I was presenting to the charity I had such belief in what I had to offer and confidence in my credibility from 15 years in corporate fundraising. And the charity later gave me feedback that I came across so clearly, with passion and authenticity. And yes, I won the contract which is worth over £13,000 - double the fee of the Key Person of Influence Accelerator. Now they are one of my key clients.

Jonathan Andrews, Remarkable Partnerships



“

The morning after the Pitch workshop I used it and landed a project on the river in Eton! Wish I'd found this years ago. I'm on Key Person of Influence12 so still haven't finished, but so far, my experience has been extremely positive. Sceptical at first, I was surprised to see and experience the great level of support and understanding given by the Mentors and Key Person of Influence Team, all of whom have experienced and overcome the same difficulties that all of us face in our own businesses every day - their advice has really been invaluable. They're not only a great source of inspiration and knowledge, but they have a really great knack of planting the seeds which lead to great ideas that I've been able to put into practical use in the business. Making new business contacts, many of whom have become friends and another excellent source of support and advice.

Key Person of Influence is an exercise in refinement, focus and distillation - I know that by the time I've completed my journey I will be well on the way to achieving every goal that I laid out for myself and my business. I wouldn't hesitate to recommend it to anyone who's serious about boosting their business to the top.

Justin Wilkerson, The Media Rooms



“

Key Person of Influence has helped me learn a lot about myself, my business, and the value that I was sitting on. Throughout the 9 months I was taken on a 5-step journey that has helped me create my perfect pitch and write and publish my book "A Path to Wisdom: How to live a healthy, balanced and peaceful life". I also learned how to use proven methods to create the products and partnerships that have helped sky rocket my business.

Although I've completed my Accelerator, in fact my journey has just started. Within a year my business has grown exponentially into mid-6 figures, I travelled 3 months coaching international clients. I'm now working with many high-profile clients such as actors, MPs, sports stars, leaders, entrepreneurs and senior executives of companies such as Microsoft, Bank of America, Ignis Asset Management, Santander and Mishcon de Reya. Since using the 5 step Key Person of Influence Method I wake up each day with new opportunities coming my way.

I wholeheartedly recommend Key Person of Influence as your number one business accelerator program..

Tony J Selimi, Author and Elite Life Coach

What Other Entrepreneurs Are Saying About KEY PERSON OF INFLUENCE



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Since joining Key Person of Influence I have experienced significant personal transformation. Key Person of Influence has given me the platform to create my authentic self. The dream started at Brand Accelerator, bedazzled by Daniel Priestley... I am now the proud author of Changing Lives for Leaders in Sales in 7 Steps, to be published at the end of January 2015. All of this would not have been possible without the might of the Key Person of Influence architecture. The road has not been smooth but the bumps and rejections have strengthened my character and further validated my direction as being the right one for me... Key Person of Influence works!

Avril Brikkels, Director at Brikkels & Co.



“

Key Person of Influence Accelerator is a game-changing formula that delivers extraordinary results by accelerating the development of your personal brand and your business. Not only is it business enhancing, it is a life enhancing experience. The sequential step process and the supportive nature of the groups encourage and ensure success. Key Person of Influence is both an enabler and an accelerator, showing you how to extract the mountain of knowledge that you have and enabling you to articulate and demonstrate your IP with clarity and authority.

Mike Symes, Financial Marketing



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As a lawyer you're not really trained in business, so I felt the need for more business skills. When I heard about Key Person of Influence it sounded exactly like what I was looking for... and in fact it was more than what I was looking for, it was absolutely amazing. To be connected with such a big community of entrepreneurs, I never expected that.

Shireen Smith, Azrights

24Assets® ACCELERATOR

The Problem: Busy-Ness

Most people are building a business that isn't worth their commitment of time, money and energy. Even when they make sales, derive an income and grow year upon year, they come to realise that when they decide to move on, their business doesn't retain value without them.

This is painful. It means you can spend decades of your life making sacrifices and enduring stress without a payoff. Every customer, every employee and every expansion becomes draining rather than rewarding.

Alternatively, a small number of business owners build their business in a way that the business is a stand-alone asset. They can take breaks, enjoy holidays and even exit the business for a substantial pay-out because they built business assets that are valuable in their own right. *They build a business that is an asset.*

What is a “Business Asset”?

A simple definition of a business asset is **“anything that would still be valuable if you and your team disappeared”**.

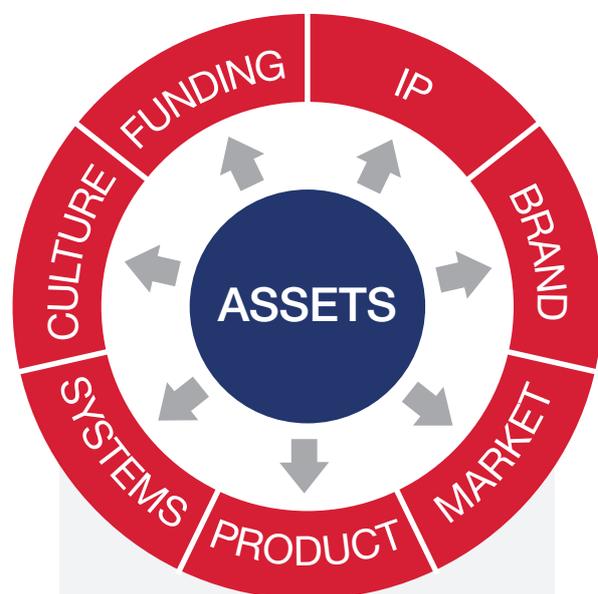
If you've got a great website that would still be driving business tomorrow if you disappeared today, then it's a business asset.

If you've created a product that your business sells and it would continue to sell for the same price even if you disappeared, then it's an asset too.

If you have a brand, a database or a system that is valuable to your business even when you're not around, it's an asset.

If, however, you need to be there to explain it or do something with it, then it's *not* an asset.

The ideas in your head have potential to be an asset, but aren't yet. The customers who only want to deal with *you* directly aren't an asset. The half-finished training manuals that are on your computer desktop aren't assets yet either.



When it comes to building your business, there are 24 assets under 7 categories. The 24Assets Accelerator develops these assets to maximise the potential of your business – whether you stay at the helm, sell the business or take a more relaxed role.

Why are business assets IMPORTANT?

Put simply – “Income follows assets.”

It's impossible to generate revenue without an underlying asset. If you want rent, you need a house. If you want dividends, you need shares. If you want book royalties, you need a book.

Delving deeper, if you want to earn more money from your business, *you need more business assets*. Business assets include things like data, intellectual property, products, a brand and culture.

Making money is a lot easier if you have these assets. Consider how easy it would be to make £100K a year if you were given an asset like a database of 20,000 targeted people.

The income your business currently makes is directly related to your business assets today.

If an A-List celebrity agreed to be an ambassador for your company, would your business make more money?

The answer is probably yes, because a recognised brand ambassador is a powerful business asset.

Imagine that your business developed a best-selling book, an award-winning website and a world-class employee training programme. All of these assets would improve the income your business makes.

Even selling time requires an underlying Asset of knowledge, experience and qualifications.

Most struggling businesses focus on “sweating” very few assets by focusing on things like sales, marketing and trading time for money. Great businesses focus instead on developing assets first, and *then* sweating them.

The good news is that you're closer than you think to having business assets. If people are already paying you money, there's an underlying asset in your business that's waiting to be fully developed.

Why 24ASSETS?

In a business context, there are 24 major business assets. As you develop them, your business becomes more valuable, more scalable, more profitable and more investable.

This system guides you to develop these assets quickly and strategically. The system was developed by business experts, entrepreneurs and thought leaders to help take the guesswork out of growing a small business.

With 24Assets®, growing your business into a valuable asset is a project that can now be managed more effectively.

Do you want a **LIFESTYLE** or **PERFORMANCE** business?

The key decision for you to make is whether you want to develop a lifestyle or a performance business.

A LIFESTYLE BUSINESS is lean, dynamic, portable and geared towards maximising income for the owners. It typically has 3-12 full-time employees, and £300-£2M revenues. It keeps stress and overheads low. The focus is to enjoy life, build stability and have enough income to create wealth through diversified assets.

24Assets® helps you to build a lifestyle business because it builds assets that bring stability, simplicity and predictability. These assets keep working even when the owner is away. At some point the business can be sold, and the owner can take their lifestyle to the next level.

 Renewed excitement Comfortable	 Positive cash-flow Punching above your weight Small dynamic team Key Person of Influence established	 £300K-£2M Over £100K revenue per employee
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A PERFORMANCE BUSINESS is focused on achieving a high valuation, fast growth and acquiring market share. There's plenty of stress and challenges as the team grows to 50+ people, and the overheads increase into the millions. It all becomes worth it when life-changing amounts of money change hands through an exit or large dividends. Some people also build performance businesses because they want to fulfil a big vision that requires them to achieve a certain scale.

24Assets® helps you build a performance business that will hold together as the growth kicks in. As you open up new markets, launch new products, increase the employee headcount and take on investment, your business assets will perform under pressure. On the day that you get an offer to sell the business for a life-changing amount of money, you'll be reluctant to accept because you know the value of high-performing business assets.

 Dynamic Professional Driven	 Promoting performance culture Operations with 50+ employees Finance Scale	 £10M+ £150K+ revenue per employee
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The alternative is **more struggle**. Most business owners are stuck in their business making reactive moves, putting out fires and chasing their tail. They think that if they keep going, one day things will improve and the business will be worth something. Sadly, without a focused approach to building an asset, this struggle doesn't end well. It's like a person trying to build a house without an architect, an engineer or a team of experienced builders – rarely will the finished product be worth anything, and any savings were a false economisation.

Formalise the hidden assets IN YOUR BUSINESS.

Entrepreneurship is a journey best enjoyed with others who have walked the path before you.

Time is precious, and we all achieve more together than working in isolation. Entrepreneurship is a journey best enjoyed with others who are on the same journey and have walked the path before you.

WHAT'S INCLUDED

- 7 x 1-day masterclass modules featuring hand-selected guest mentors
- Templates, systems and content that you can immediately use in your business, saving you time and money
- Introductions to vetted suppliers
- Introductions to vetted investors and funders
- 2 site visits to inspiring, fast-growth businesses
- Networking with a peer group of entrepreneurs and business leaders selected to be in the accelerator

Who's This For?

Some assets, such as Intellectual Property, Brand, and Market assets, are things you think about even as you're starting a business. So if you already own and run a business, the great news is that you probably have some of these assets already, but you may not have formalised them. In this case, it's now all a matter of fine-tuning.

Very few businesses will push through to reinvent something that's working and create a remarkable version of the asset that's so finely tuned, customers are willing to go out and talk positively about this asset to their peers. The assets you have today have probably gone through enough development and refinement that fine-tuning them – rather than starting over – will produce better results.

24Assets® is a system designed for entrepreneurs and leaders who want to build a valuable business and fine-tune its assets so that other people want to buy from, work for and invest in it.

Inc. THE HUFFINGTON POST **BBC** NEWS **Forbes** FINANCIAL REVIEW

FINANCIAL TIMES *The Sydney Morning Herald* THE  AGE

*You are already standing on
a mountain of value. Your stories,
experiences, ideas and insights are
more valuable than you think
- they are the key to your growth.*

Daniel Priestley

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