



06-Month Group Business Consulting & Coaching for Small Business Owners to Create Competitive Advantage

A practical, hands-on program: built to deliver a ready-to-run business growth

The Curriculum

Foundations & Vision

Clarity, SWOT, Vision & Strategic Plan

Leadership & Identity

Management & Leadership growth, identity & influence

Team & People

Hiring, engagement & HR essentials

Sales & Marketing

Offers, funnels, visibility, personal brand

Customer & Finance

Customer delight, finance clarity & dashboards

Scaling & Systems

Operations, Tech & 06-month roadmap

Foundations & Strategic Direction

1. Understanding Your Current Business Landscape

- Conduct a SWOT analysis: strengths, weaknesses, opportunities, threats.
- Identify industry trends, competitors, and customer behaviors.
- Clarify where your business stands today to set the right foundation to where you want to reach

2. Crafting a Vision for Your Future Growth

- Define long-term aspirations and ultimate destination.
- Align vision with values, purpose, and impact.
- Communicate the vision clearly so your team feels inspired and take aligned actions

3. Business Foundation: Building Blocks for Long-Term Success

- Establish core values, mission, and culture early
- Create robust systems that ensure consistency and efficiency
- Build resilience by addressing gaps in legal, financial, and operational setup

4. Developing a Strategic Action Plan

- Break down vision into clear, measurable objectives.
- Prioritize goals into short-, medium-, and long-term plans.
- Use tools like OKRs and KPIs to stay accountable.

Leadership & Identity

5. Leadership That Inspires Growth

- Lead with vision, empathy, and decisiveness.
- Shift from managing tasks to inspiring people.
- Empower others by delegating and trusting.

6. Pathway to Leadership Excellence

- Develop emotional intelligence and self-awareness.
- Balance authority with approachability.
- Commit to continuous learning and adaptability.

7. Designing a New Identity for Your Business & Self

- Reimagine your business persona to match future goals.
- Upgrade brand messaging, positioning, and reputation.
- Adopt habits and mindset that align with leadership excellence.

8. Become a Savvy Leader

- Master decision-making based on data, not guesswork.
- Anticipate challenges and innovate solutions.
- Cultivate influence inside and outside the organization.

Team Building & HR

9. Build a High-Performing Team

- Hire for culture-fit and skill alignment.
- Foster collaboration, accountability, and ownership.
- Provide opportunities for growth and recognition.

10. Employee Motivation and Engagement Strategies

- Understand what drives individual team members.
- Implement reward and recognition systems.
- Encourage feedback loops to boost morale and performance.

11. HR & People Management Essentials

- Define clear roles, policies, and responsibilities.
- Manage performance with reviews, coaching, and mentoring.
- Create a culture of inclusivity and fairness.

Implementation Workshop

- Realign roles, update job descriptions, and set short-term team goals.
- Create a hiring & onboarding mini-playbook to test next hires.

Sales, Marketing & Branding

12. Sales & Marketing That Truly Convert

- Understand customer psychology and buyer journeys.
- Craft irresistible offers backed by value.
- Train your team on consultative and ethical selling.

13. Marketing Strategies for Sustainable Growth

- Blend digital and offline channels for maximum reach.
- Use storytelling to connect with your audience emotionally.
- Measure ROI of campaigns and optimize regularly.

14. Promotions, Advertising, and Visibility

- Leverage social media, paid ads, and partnerships.
- Run campaigns that create urgency and demand.
- Focus on consistent visibility rather than one-off pushes.

15. Personal Branding: Positioning Yourself as the Authority

- Share expertise through content, speaking, and thought leadership.
- Build trust and credibility with your target audience.
- Position yourself as the go-to authority in your niche.

Customer Experience & Service

16. Delivering Customer Service That Builds Loyalty

- Anticipate customer needs and exceed expectations.
- Train your team to respond with empathy and efficiency.
- Turn satisfied customers into brand ambassadors.

Financial Mastery & Management

17. Financial Planning, Management & Accounts

- Maintain accurate financial records and cash flow reports.
- Budget wisely to balance growth and sustainability.
- Use data to make informed financial decisions.

18. Master Financial Clarity for Confident Decisions

- Simplify financial dashboards for quick insights.
- Identify profit leaks and fix inefficiencies.
- Plan for taxes, investments, and reserves proactively.

Implementation Workshop

- Create easy-to-read financial dashboards and customer systems.
- Run a financial health check and quick wins list.

Scaling, Systems & Technology

19. Scale Strategically with Proven Systems & Strategies

- Grow in phases to avoid overstretching resources.
- Automate processes for efficiency and reliability.
- Expand markets, products, or partnerships with calculated risk.

20. Leveraging Technology, Operations, and Metrics for Business Success

- Adopt AI enabled tools for CRM, project management, and analytics.
- Streamline operations to save time and money.
- Measure progress with metrics that matter most to your goals.

Final Review & Next Steps

- Pull together the learning into a 06-month growth playbook.
- Set quarterly OKRs and an accountability rhythm.

NB: The effectiveness of this program will depend on your active participation, doing the weekly assignments diligently, and being in communication with your coach and fellow participants.

Ajay Bapi Gomes: Business Consultant-Coach, Corporate Trainer & Motivation Speaker
Phone: 9818058080 Email: ajay@ajaygomes.com Web: <https://ajaygomes.com>