

RESET & **REFOCUS**

Create a plan

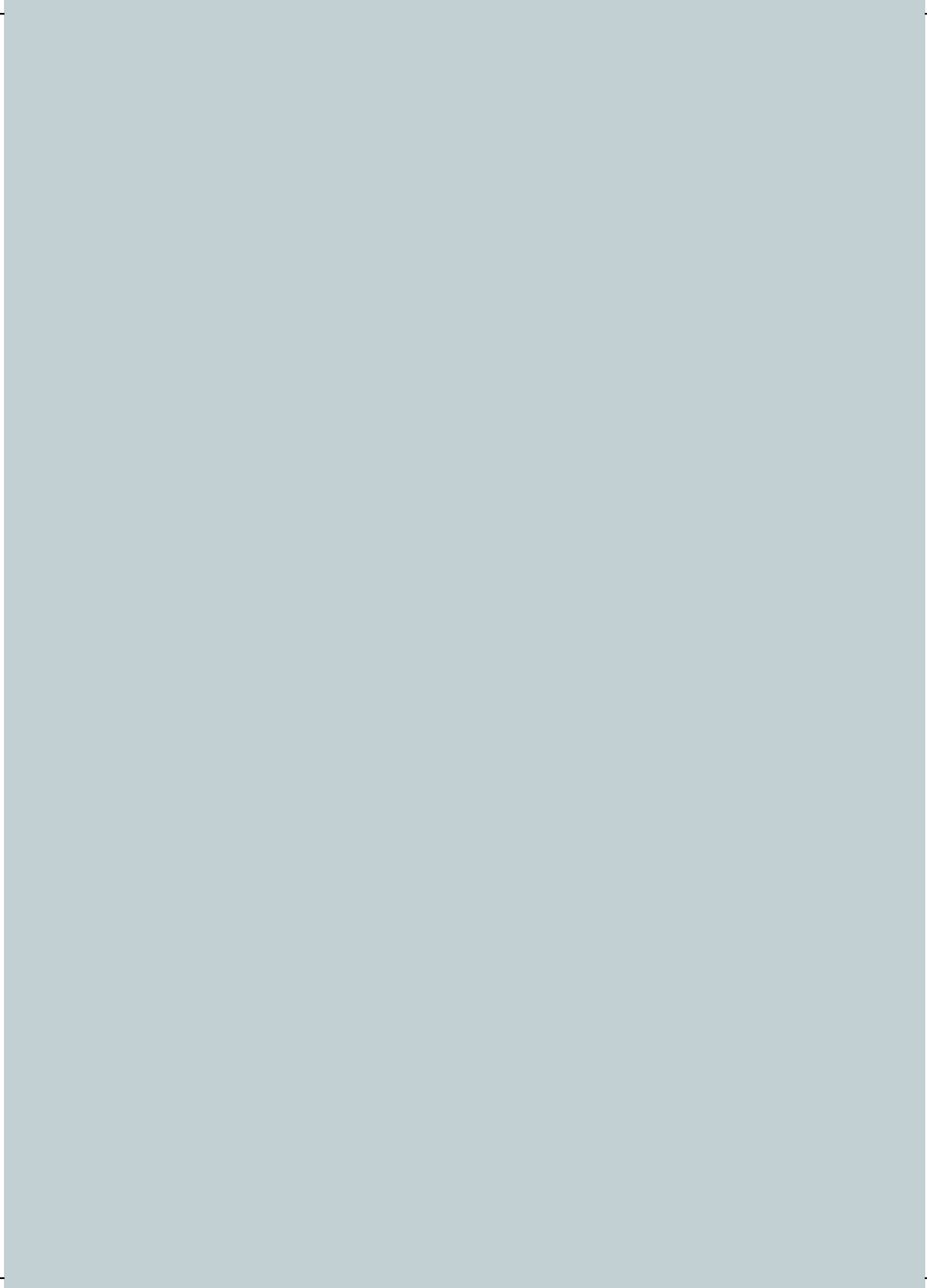


ENGAGE your team and
GROW your business



alison crabb

inspiring the humanity of business





The **challenge** for business leaders and owners.

The business landscape has changed in the blink of an eye, making the role for business leaders more challenging, trying to manage their uncertainty, whilst managing others' uncertainty.

Managing Directors and small business owners typically cite the following challenges:

- Don't have a sustainable plan in place that will grow the business.
- Still working hard in the day to day of the business.
- Exposed gaps in having the right people in the right roles.
- Not sure how to grow without working harder and longer hours
- Frustrated that they can't get their team to step up and share the load

As long as a business had a good product or delivered a good service, they could achieve results.

What 2020 has exposed to many business leaders and owners is that a good product and/or good service will only get you so far. If you want sustainable growth, you need to have a plan, build the right team around you and have the right structures and systems in place. You need your team to take on responsibility for the day to day without needing to be micromanaged.

The opportunity to plan your success.

2021 is a year to **reset and refocus** your goals and plans for your business. Take a step back, reflect on what you want your business to achieve and develop a sustainable plan. It is essential that you have a team around you who are motivated and engaged in your business and invested in business success.



2021 is the year to reset and refocus



The journey to **business success**

| Type | Focus | Achieving Budget |
|-------------------|---------------------|------------------|
| Empowering | Expectations | \$\$\$ |
| Developing | Systems | \$\$ |
| Learning | Confidence | \$ |
| Stagnating | Decision | 0 |
| Damaging | Replace | -\$ |

☆ **Empowering** - Achieving outstanding results by providing a high level of support and expectations. They have high team engagement who maintain the passion for the business and their customers.

✓ **Developing** - Business Leaders are growing and developing, understanding the role's fundamentals. They need to focus on how to implement the **systems** and build the **structures** to achieve consistency and sustainable growth.

✓ **Learning** - This is where most Business Leaders start on their journey. They are highly motivated to build a great business and work hard. They need development that will grow their business and leadership skills.

⊗ **Stagnating** - Ticking all of the boxes, working hard, and knowing why they are not achieving results. They spend much time putting out fires and deciding if they are prepared to make the necessary changes.

⊗ **Damaging** - Have lost the passion and energy to continue in the business. Results have declined, and it is now time to consider an exit strategy.



**2020 didn't create business problems;
it exposed problems that already existed.**



The **performance** pyramid for Business Leaders



The Environment - When asking what someone loves about their job, it usually relates to the environment, but this is the usually neglected aspect of a business. A poor environment leads to high staff turnover and a lack of care for the business and its results. Business Leaders spend time putting out fires and spend a lot of time and money to recruit to replace people. It makes good business sense to invest time and effort in this area. To create an environment where people are connected to the business and its goals so that business owners can take on a strategic role.

The Strategy - Your business needs a strategy, focusing on key pillars that will achieve the results you are striving for. When your team is unclear of the strategy and their role in the implementation, they will not have clear outcomes. A business plan that is owned and understood by your team can positively impact your business.

Results - Results are an outcome of how well you create a happy and positive environment and how well key business strategies are implemented. When results aren't being achieved, it will be because of one or both of these not being in place. Recognising that results are dependent on the environment, you create and the strategies you implement. This is the role of every Business Leader.



Alison has been instrumental in developing my leadership skills and enhancing my business results. In 12 months, I am a more confident and successful leader. My business has seen a **40% increase in profit** and is now one of Victoria's top ten stores. I'd highly recommend Alison to anyone wanting to develop themselves further and achieve better results.

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Briony Thomas, Flight Centre, Victoria



Who is the **reset** and **re-focus** program for?

Reset and Re-focus is ideal for leaders who want to:

- Get the right systems and structures in place.
- Engage their team to grow with the business.
- Find a sustainable growth model.
- Spend more time working on their business and not in the day to day.

Reset and Re-focus is not ideal for

- Leaders who are not open to new ways of working.
- Do not have a team-first mindset.
- Who don't want to get out of the day to day routine.

What you can expect to achieve

- How to create a high-performance environment.
- How to set up communication systems that create ownership and accountability.
- Having a plan for your business that includes a vision and goals.
- Having someone look at your business with a fresh set of eyes.



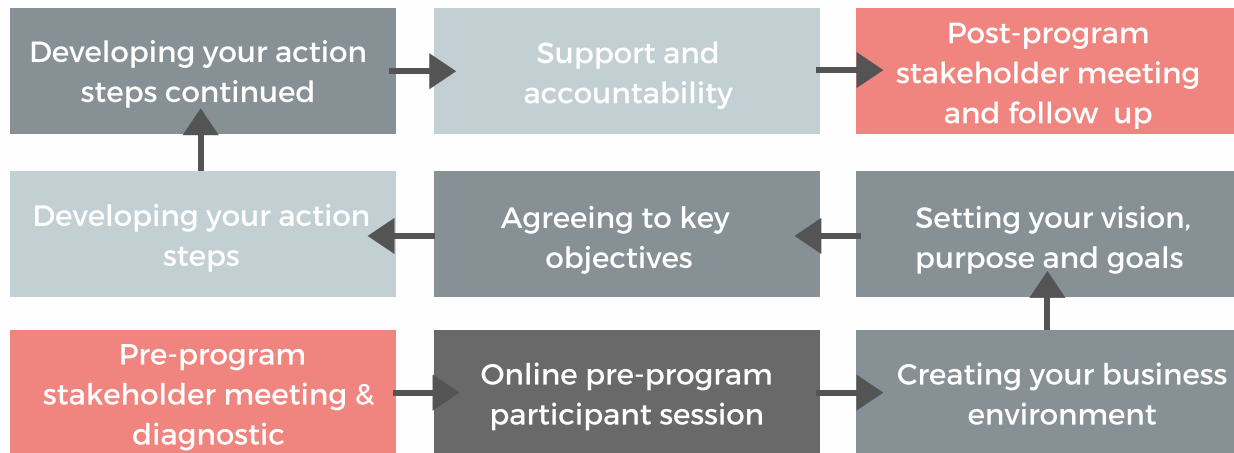
Good fortune is what happens when opportunity meets with **planning**.

-Thomas Edison



How the program **works**

The Reset and Re-focus program combines a series planning sessions, group coaching and stakeholder meetings.



Stakeholder engagement - For any program's success, all stakeholders must have a high engagement level—starting with a pre-program meeting to set goals and outcomes and a post-meeting program to measure success.

Pre-program participant profile and questionnaire -Participants will complete an online questionnaire to establish outcomes and commitments before the program's commencement.

Business planning sessions - Each workshop is designed to create a business plan that can be implemented to achieve business goals. Each session is designed so that each day builds on the next. A session is 2 hours and can be delivered virtually or face-to-face.

Business coaching - These sessions will be focused on strategies to support the learnings from the Business Planning sessions and the overall business goals. These sessions allow you to unpack and address specific opportunities that need focus within the business.



The most informative training session I have attended in my 17 years of retail, I walked away looking at my business from another angle. Communication, personality type and control and influence were major learnings for me that I have implemented straight into my business, which has had an immediate effect.

Phillip Macintyre, Area Leader Travelex NSW & ACT



Reset and Re-focus program fees

The following options allow you to choose the amount of support you need:

| Programs for Business Leaders and teams | Bronze | Silver | Gold |
|--|--------------------|--------------------|--------------------|
| Pre-program Meeting (valued at \$1,000) | ✓ | ✓ | ✓ |
| Pre-program participant profile and questionnaire (valued at \$500) | ✓ | ✓ | ✓ |
| Business planning sessions (valued at \$3,000 per session) | 4 | 7 | 7 |
| One on One Coaching Sessions (valued at \$1,000) | ⊗ | 3 | 12 |
| Book 'The Essential Guide for Area Leaders' all materials, workbooks & resources (valued at \$500) | ✓ | ✓ | ✓ |
| Access to me throughout the duration of the program (valued at \$3,000) | ✓ | ✓ | ✓ |
| Standard Pricing | Valued at \$17,300 | Valued at \$27,500 | Valued at \$55,500 |
| Program Fee: | \$7,975 + GST | \$15,575 + GST | \$20,370 + GST |
| Paid per month over 6 months | ⊗ | \$2,595 + GST | \$3,260 + GST |



“You don’t build a business – you build people – and then people build your business.” – Zig Ziglar



? Frequently Asked Questions

How long does the program take to complete?

Programs can be delivered in a time frame that suits your needs; however, the programs usually take 6-9 months to complete.

Where is the program facilitated?

Each program can be delivered either face to face or virtual or a combination of both, depending on what will suit the group. I have a range of venues that I can recommend, or you may prefer to use your own in house facilities.

Who facilitates the program?

I do not outsource any of the facilitation of my programs. When you buy my programs, you buy me. I am accountable to delivering training that will improve your results. I have years of experience as a Business Leader and coaching Business Leaders. I have walked in their shoes, and I understand the challenges. I use my knowledge, expertise and experience to deliver high-quality transformational training.

How do you demonstrate the return on investment?

I am committed to delivering results for your business. Leaders who are open to implementing new ways of working should expect to see sales growth due to increased team engagement, decreased HR/performance issues and a more systemised approach to how they lead and grow their business.

What if none of these programs suit my budget?

I can tailor a program to suit you; however, these programs have been developed with over 25 years of retail leadership experience. A needs analysis can be done to assess the best way to achieve your outcomes based on your budget.

How do I pay for the program?

There is a range of payment options that I can discuss with you. Most clients prefer to pay over monthly instalments for the duration of the program. A 20% deposit is required at time of confirmation.



If you are ready to invest in your business, I would love to discuss a program that will best **suit your needs.**



Alison Crabb Leadership Expert.

Through building a culture of excellence, I lead the largest division within the Flight Centre Travel Group, which delivered the companies most profit globally for eight consecutive years. My focus on continuing improvement saw my division recognised as the groups' most improved division for six of those eight years.

I am an expert in business operations and leadership, leading teams and teaching others to create an environment of trust, purpose and inspired culture, where people work cohesively towards shared goals.

- Lead multiple brands simultaneously under Flight Centre Travel Group
- Was responsible for delivering results in over 200 stores, opening in excess of 100 new stores as an Area Leader and State Leader
- Delivered profit from \$18 million to \$49 million in 8 years
- Winner of the Director's award for Global Outstanding Achievement
- Finalist in Telstra's Business Woman of the Year

Since 2016, as an award-winning retail leadership consultant, Retail Area Leaders, Executives and Operations leaders engage me to work with them and their teams. I support them to create high performing environments to make a positive impact on their people and results.

Businesses that I have successfully worked with include:

Macquarie Telecom Group, Russel Kennedy Lawyers, Blue Illusion, Travel Associates, Travelex, Jordan Furniture, 99 Bikes, All Green Nurseries and The Pancake Parlour

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