

# going for great™

for small businesses serious about growth 



for small  
businesses  
with a head  
for heights



# ? who it's for

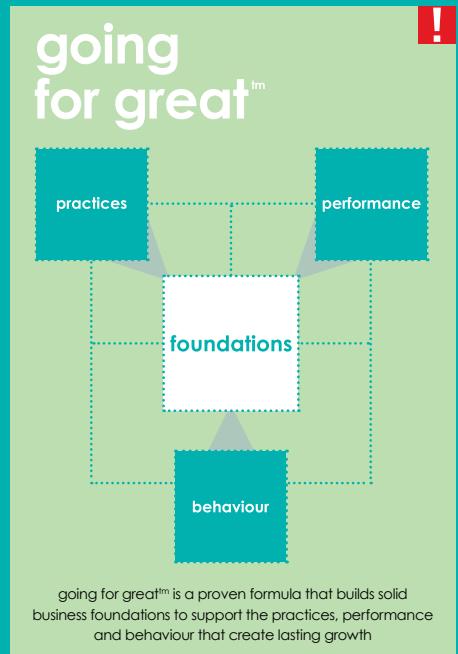
going for great™ isn't for every small business owner.

It's for those committed to long-term growth and lasting returns but know it will be tough.

These are the people who are passionate about what they do and unafraid of the following truths about sustained growth:

- going it alone isn't enough and outside knowledge is needed
- there's no quick fix for long-term growth
- with limited resources the first investment should be in themselves
- getting the formula right early inevitably means savings in time energy and money

These are the people running their own small business who are ready to scale new heights and who going for great™ works for.



# ? why it works

going for great™ works for this simple reason: it was developed by small businesses, for small businesses.

After overcoming the challenges ourselves, and seeing how little help was on offer, we decided to develop our own practical toolkit.

going for great™ tackles the big three small business growth inhibitors head on:

- no focus – day-to-day struggles confusing the path further ahead
- knowledge gap – knowing the destination but not how to get there
- limited resources – never enough time in the day, right people in the right places and money in the bank

The result for the business is that momentum is virtually impossible to maintain.

going for great™ takes on these challenges in a specialist programme that:

- equips the small business owner with practical tools for lasting growth
- ensures enough time for effective learning
- provides a supportive peer group from non-competing industries
- delivers knowledge from small business growth experts
- costs less than a third page ad in the Business Herald



# ? what it takes

going for great<sup>tm</sup> means a ten month commitment from the small business owner but promises growth that will last for years.

This is how going for great<sup>tm</sup> works:

- each group has a maximum of 12 non-competing small business owners or CEOs – the optimum size for peer review and support
- the monthly half-day group sessions start at 8am to minimise time away from the workplace
- sessions focus on a specific growth topic from the going for great<sup>tm</sup> programme and combine expert, personal and peer learning
- sessions are led by highly experienced facilitators and small business experts
- careful peer group selection ensures participants gain the most from other small business owners' experiences
- participants are given practical tools to use in their business between sessions
- individual coaching can enhance the group programme if a growth area needs to be emphasised



# ready to grow?

then go to **[www.growmybiz.co.nz](http://www.growmybiz.co.nz)** to book your going for great™ programme now.

**or you can contact us on:**



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the right way up