

Year Two Program

Business Acceleration Training

As you now know, there are four phases to your learning and development in the Business Finishing School Program. Each year of the program is dedicated to one of these four phases.

Year one of BFS is dedicated to teaching you the Foundational Principles of Business. Year two is dedicated to accelerating your business learning, and is called “Business Acceleration Training.” As in year one, we will still package the new modules into their Simplicity, Probability and Leverage “wrapper;” however you will learn more tools and tactics to more quickly accelerate your personal life and business growth. Below is an outline of the year two curriculum.

Please note that, as long as you are a BFS member, all of the previous modules - including all of the year one modules - will be available to you. Keep in mind that you may want to revisit old modules, i.e. when you have a need to hire a new staff member for example, or to brush up on any of the Foundational Business Principles. So you will always have access to the modules, as long as you are a member of BFS.

Year three of BFS is dedicated to deepening your understanding and results with personal and business accountability. And finally, year four is completely dedicated to legacy. We want to help you create a company legacy and a personal legacy that leaves a lasting positive impact long after you’re gone.

Please note that in years three and four, we will lower the price of the program and change the format. You will receive all of your information in an audio format, so it is more portable for you. Please enjoy year two of Business Finishing School, which is outlined below.

Module 13

The War Room

In this module, you will learn how to perform an annual assessment of your company’s assets and resources in order to create a total inventory of everything your company owns, from land, to relationships, to IP, and everything in between. As part of the process, you will also learn how to do a S.W.O.T. analysis (strengths, weaknesses, opportunities, and threats) on your company. From doing this exercise, you will learn critical next steps for your business. We call this powerful one-day process the “War Room”.



Module 14

The Toleration Tendency

“Toleration” can be destructive to a business and to one’s personal life. In this module, we will teach you how consciously and unconsciously tolerating things may be holding you and your business back. We will help you see past those things that you have been tolerating, but which are not serving you anymore. This will add leverage and power to your business and personal life.

Module 15

What Is Business Strategy, Really?

Most business owners think they know what “business strategy” means; however they are not employing their knowledge of strategy in the most leveragable way. In this module, you will learn some straightforward definitions and tactics about business strategy, and how to implement them, which will go a long way toward growth, probability, and fulfillment.

Module 16

The Transformation Sequence

In this module you will learn about the three-phase sequence to personal transformation, which will alter your business and personal outcomes. This sequence is the foundation of all personal and organizational change. You will also learn about “The Personal Declaration Form” and how it can help you stay more focused, which will allow you to achieve more.

Module 17

The Superman Syndrome

Here you will learn the art and science of delegation. Have you ever wondered why certain people have so many things get accomplished around them, but they personally don’t work extremely hard? You will learn the best tactics for having other people in your organization be responsible for important outcomes. You will also learn some counter-intuitive things about leadership; which will liberate you from being a slave to your business.

Module 18

Customer, Employee, and Vendor Communications

All of your company’s stakeholders, from employees, to vendors, to clients, have certain, often unspecified expectations around levels of service. In this module, you learn the importance of over-communication. We will give you some unique ways to measure, track, and respond to stakeholders. We will also show you how to embed gratitude into your culture.



Module 19

Legacy

In this module we will examine your business and personal legacy. What impression do you want your business to leave on your profession? How do you want your life, well-lived, to leave its mark? Here you will learn the definition of “legacy” and what to do now, in order to insure that your business and personal legacy is left – intentionally – on the world, and not left by default. We will also teach you about “placemats” and how they can impact your business and family life.

Module 20

Benefiting from an Outsider’s Perspective

Mentors, Coaches, Advisory Boards, Boards of Directors, and Accountability Groups are various ways of getting outside yourself to see new and different perspectives in your business and personal life. Here we will review the pros and cons of each of these “methods” of perspective taking and shed light on new and different ways to seek counsel.

Module 21

The Fear Paradox

In this module, we will show you how to use fear to leverage yourself. It’s been said that, “Fear is when you wet your pants; but courage is what you do with wet pants.” You will be reminded that there is no such thing as a “fearless leader.” You will learn how to move fear aside, so you will be skilled in taking the right actions in all situations. You will learn a new context for managing fear and using it as fuel for greater success.

Module 22

Capture, Review, Action

In this module, you will show you how to capture the essential pieces of data in your business, so that nothing slips through the cracks. Many businesses have the data in front of them to make the right business decisions, but lack the skill to implement those decisions. We will also show you how to use “subjective” information, to make “objective” decisions.



Module 23

The 2x2 Matrix

In this module, you will be introduced to the “2x2 Matrix”, a simple, yet powerful business tool that will guide you in making proper business decisions. You will get unique insights into your business initiatives and learn where you should double down and allocate additional resources, when something is working properly.

Module 24

Two Years in Review

In this module, we will take a comprehensive look at the first 24 months of the program to allow you to focus on the best ways to implement this material into your life. We will provide next steps to more efficiently engage the materials. After two years of modules, our hope is that you are manifesting SPL (Simplicity, Probability, and Leverage) in all areas of your life.