



**Basics Team is a structured coaching program to build your purpose, career and business.**

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## **PERSONAL/CAREER DEVELOPMENT**

- **Goal Setting**
- **Discipline**
- **Attitude**
- **Develop Your Purpose**
- **Principles of Productivity**
- **Daily Method of Operation**
- **Principles of the World Class (2)**
- **Principles of Success**
- **Personal Branding**
- **Time Management**
- **Excellence & Exceed Expectations**
- **Personal Finances**
- **Wage War on Worry**
- **Sell-to-Help Sales Training**
- **World Class Service Culture**
- **Networking & Netgiving**
- **Emotional Intelligence**
- **Business Communication**
- **Entrepreneurship**
- **Science of Simple**
- **Personal SWOTT**
- **Business Etiquette**

## **HOW TO GROW A BUSINESS - BUSINESS OWNERS/EXECUTIVES/LEADERS**

- **Foward - The Game of Business**
- **Introduction - How Business Works**  
**Build - Grow - Scale**
- **Ch 1: Vision & Mission**
- **Ch 2: Culture, Values, Accountability**
- **Ch 3: Strategy & Execution**
- **Ch 4: Simplicity & Focus**
- **Ch 5: Buisness Development/ Relationship Development/Sales**
- **Ch 6: Client Development/Customer Service/Client Experience**
- **Ch 7: Operations/Systems/ Execution/Measurement/Quality**
- **Ch 8: Business Check Up: Take Your Company SWOTT Analysis**
- **Ch 9: Talent, Hiring, Human Resources, Training**
- **Ch 10: Leadership/Management/ Ethics**
- **Ch 11: Marketing/Branding**
- **Ch 12: Building Your Entrepreneurial Culture**
- **Ch 13: Innovation/Creativity**
- **Ch 14: Financial Forecasting & Budgeting**
- **Ch 15: Scaling Your Business**
- **Ch 16: Life & Lessons from the Legends Part 1**
- **Ch 17: Life & Lessons from the Legends Part 2**
- **Ch 18: Life & Lessons from the Legends Part 3**
- **Ch 19: Principles for Winning in Business & Life Part 1**
- **Ch 20: Principles for Winning in Business & Life Part 2**
- **Ch 21: World Class Companies that Started in the Garage Part 1**
- **Ch 22: World Class Companies that Started in the Garage Part 2**
- **Ch 23: How to Build a High Value Career**
- **Ch 24: We Need Leaders!**
- **Ch 25: Master the Basics Part 1**
- **Ch 26: Master the Basics Part 2**
- **Ch 27: Live, Learn and Work like an Entrepreneur**
- **Ch 28: Building a High Performance Culture**
- **Ch 29: Pursuit of Excellence**
- **Ch 30: CEO Excellence & Profiles**