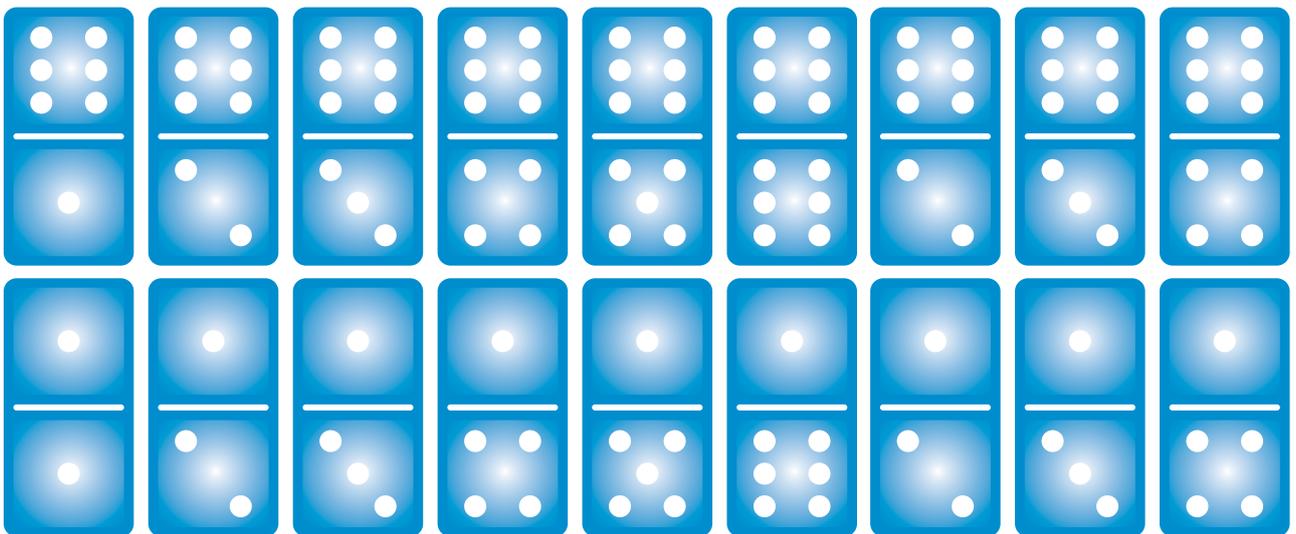


business dominoes

transformational strategies to grow valuable businesses



Supporter



Registered Service Provider
under the NZTE Capability
Development Voucher Scheme

Call 09 215 8185 – www.businessdominoes.com

Tools to evaluate strategies and build scalable businesses

Taking a great operating business beyond its current footprint and growing it to the next level, usually involves strategic initiatives to enable scalability such as:

Unique Market Opportunities – becoming an expert in your value chain and identifying a new market space that your competitors haven't seen.

Expansion – either entering new locations and segments or delivery of new products and services that capture a position of power in the market.

Market Alliances – forming relationships with customers, distribution partners or marketing partners beyond the traditional selling model.

Financing Growth – taking on board debt or investment partners to finance expansion

Undertaking these types of transactions requires you to gain some new skills and often doesn't involve those you use in your current operating business.



Creating an attractive asset, that can be converted into wealth

A study of millionaires unveiled that 80% of them are entrepreneurs who have started their own businesses and then sold them.

Your business is a great way to build real wealth. The key to this model is building a valuable business that someone wants to buy. This approach requires you to build a business that is attractive and growing beyond its reliance on you. These businesses have:

- A large and growing market opportunity
- A clear point of difference to its competitors
- A strong growth story with solid channel and market relationships
- Great operating practices that are scalable
- A profitable business model that is sustainable

Operating your business day-to-day doesn't often allow you time to get into the helicopter and develop a strategy to grow your business. This often leads to not seeing the bigger picture of what's affecting your business in the market place and missing opportunities to achieve growth.

Business Dominoes helps you to gain clarity around your growth strategy and builds your confidence to put it into action.

The Business Dominoes that trigger growth

Business Dominoes uses a combination of four full day workshops and three one-on-one mentoring sessions held over a four week period. Reserve your seat on our next programme to ensure you maximise your chances of success.

At \$5,000 + GST this is a low-cost way to get this level of strategic advice. Most attendees will also qualify for a 50% NZTE capability voucher , reducing the cost of the programme to \$2,500 + GST .

Workshop 1

Compelling Market Strategy

Identifying the macro market drivers that de-risk your business and create momentum.

Growth models

Comparing alternatives and clarifying shareholder wealth goals

Value Chain

Analysis - Examine your market position and unveil the market dynamics that impact your growth strategy

Strategy Design

- Determine a unique market opportunity space and how to gain a position of power within it.



Market Strategy

Workshop 2

Lucrative Business Case

Building a business case that creates shareholder return and gives clarity and focus to the business.

Business Model

- Design a business model that allows expansion whilst delivering the right customer experience

Roadmap

- Determine the key steps and milestones on your growth roadmap

Valuation

- Prepare a financial forecast and determine the current & future value of your business.



Valuation Drivers

Workshop 3

Clear Investment Proposition

Identifying what is the best way to finance growth and create a compelling case for stakeholder/ investor buy in.

Sources - Identify alternative sources and types of transactions to fund growth

Exit Planning

- Identify prospective buyers, whether in the short or long-term.

Deal Structure

- Design a deal structure that is attractive to targeted partners.



Deal Structures

Workshop 4

Successful Deal-Making

Creating an effective business and product pitch and gaining control of the negotiating process.

Deal-Making process

- understand the steps and documentation required.

Negotiation

- learn some of the principles of negotiation

Pitching - design, prepare and test the effectiveness of your pitch. This includes pitching to an independent investment panel.



Engaging Partners

How this programme is different

This programme is unique in New Zealand. All attendee's leave with a new perspective on their business strategy and investment plan based on a combination of all of these factors:

Operational Excellence v's Strategy – you know how to operate your business, we'll make sure you're working on the stuff that grows your business.

Hands-On - no long boring power point sessions, – plenty of hands on working on your business – immediately applying learnt techniques.

Frank feedback from business people – this programme is run by business people not academics, we have the tough pragmatic conversations to encourage debate and robust decision making.

Trial Pitch - The programme concludes with a trial pitch to seasoned investors, bankers and business professionals to obtain objective real world feedback.

Great Value for Money – by combining group workshop activity with one-on-one time we can deliver a high quality learning experience at an affordable price point.

Bring Your Team – One fee for your team, we believe that you as a team need to own your strategy so why not get all the key players to attend.

Why our clients promote it to their peers

Our clients commonly say that clarity and confidence is the key outcome from this programme.

“Refocused me back onto a simple but effective growth strategy, rather than being side tracked by other opportunities – awesome value for money”
[Aaron Muir, Argus Tracking](#)

“Business Dominoes illuminated some blind spots for me including some serious pitfalls and more importantly several additional layers of real opportunity – it paid for itself in the first morning”
[David Wildish, Timbercrete](#)

“I now know what my business is worth and who might want to invest/buy it.
I'm now building my business with them in mind”
[Tim Grainger, Vernerdi Bread](#)

“Business isn't complex when you know what you are doing, Business Dominoes demystified many of the secrets”
[Robin Alden, iMonitor](#)

“Where other programmes and business coaches failed – Business Dominoes gave me the tools to turn my business around, as well as motivating us to achieve our next stage of growth”
[Glenn Edley, Spikemail](#)

Business Dominoes is a great opportunity to step outside your business, to understand the strategic development process and take away the tools that make growing your business so much easier
“The Business Dominoes Effect”.

