



## DO YOU FEEL LIKE YOU ARE CARRYING THE BUSINESS ALONE?

## SCALING UP YOUR BUSINESS WITH CLEAR PURPOSE & GOALS

*A Practical Workshop to Set & Sell Purpose, Brand Promise, Goals & Values*

### What every SME Leader wants?

- A team that takes ownership — not just clock in, but care like you do
- A clear message that sells — so customers know exactly why to choose you
- Team alignment that actually works — so everyone moves in the same direction, not just stays busy
- Real growth with less firefighting — scale your business, not your stress



It's time you press pause and take a step back — to reflect on where your business is really going, reconnect with your “why,” and get your team moving in the same direction.

### IN JUST 1 DAY, YOU WILL LEARN HOW TO:

- 01** Define your business purpose so your team stops guessing.
- 02** Set clear targets and goals everyone can follow using AI prompts.
- 03** Craft a brand promise that makes customers choose you.
- 04** Lock in core values that guide your people and decisions.
- 05** Pitch your message with confidence — to your team and the world.

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### Who should attend?

- SME Business Owners & Founders
- Top Management & Leadership Teams
- Brand, Strategy, or HR Leads in SMEs

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