



Masterclass: Clarify your business idea

— Make decisions and plan actions on your business idea

This Masterclass is about how to make your business idea clear to yourself and the customers

Join a group of entrepreneurs, SME business owners, and a GrowthWheel Certified Advisor in this 3-hour workshop about developing the different elements of your business idea!

Figure out what is your mission and vision for the business and decide how to tell the story of your company to current and future clients.

Target audience

This Masterclass is for startup and growth companies in all lifestages and within all industries.

MASTERCLASS TOOLS

GrowthWheel Decision Sheets:

Mission — Formulate the company's purpose and mission
 Vision — Create a vision for opportunities or solved problems
 Storytelling — Convey company messages through stories
 Idea Description — Decide on and describe your idea
 Growth Scenarios — Select the most attractive growth plan

GrowthWheel Frameworks:

Big Idea — Discovering new aspects of the business idea
 Levels of Mission — The foundation for the business idea
 The Growth Star — The next growth scenario and focus

GrowthWheel Articles:

The Meaning of Life

Purpose of the Masterclass

The purpose of this Masterclass is to:

- Review your business idea and discover new key aspects and perspectives of it
- Explore the mission and vision of the company and the foundation for the business idea
- Look into different possible growth scenarios of your business and decide which to focus on
- Make an action plan for improving your idea

Takeaway from the Masterclass

After this Masterclass, you will walk away with:

- A toolstack to work with your business idea
- A 30-60-90 Days Action Plan for your next steps
- Ideas and feedback from your peers

Instructor:

Per Lillie
 Business fitness coach
 Pro Business Coaching

Time:

Friday 22 February 2019
 9:30 am - 12:30 pm AEDT

Participating partners

Provider:

Pro Business Coaching

Format:

Workshop. Laptop useful but not required

No. of sessions: 1

Total hours: 3 hours

Language: English

Participant fee:

\$25 per participant incl. materials

No-show fee:

\$25

Location:

Kingsford International Institute
 Level 6, 128-136 Chalmers St
 Surry Hills NSW 2010



Main-sponsor:
 Pro Business Coaching

