

Your Invitation

2018



Give your business the edge!



QT, Gold Coast
30 July - 1 August 2018

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Grow Your Business



The Global Business Camp is an intensive three day business program, specifically designed to help you grow your business and create the lifestyle you dream of.

The three day camp is designed to provide you with the strategies, tools and techniques to jump start your business and take it to the next level.

Accent on Learning

The Global Business Camp steps delegates through the key thinking and strategies required to achieve long term growth, profit and sustainability.

The accent is on learning, growing, better understanding and of course, having fun. In just three days we will change the way you think and go about your day to day business.

Finding Essential Balance

In business and life itself, balance is essential. The Camp is a careful blend of doing, listening, thinking, challenging and learning.

There is also time set aside for you to workshop your business challenges with your accountant, and other like-minded people.

The hard work during the days is celebrated at night with a 2 hour Cocktail Event on the first evening and a lavish Gala Dinner, featuring a key note speaker who will inspire and entertain you, on the final evening.

The Camp

Our Focus

- Working ON not IN your business - we talk about why people get into business and from our experience what tends to happen
- Change - being the only constant
- Effective leadership & culture and their impact on businesses

The '6 Secrets™ of Business

1. Beginning with the end in mind
2. Planning for success
3. Growing the business
4. Managing the business
5. Valuing the business
6. Freedom

The Program



The camp program has been specifically developed to optimise the learning and enjoyment of the delegates.

Day One

- Intro, setting the scene
- Morning tea
- Secret #1
- Lunch
- Secret #2
- Afternoon tea
- Secret #2 continued
- 6 - 7.30pm - Cocktail event

Day Two

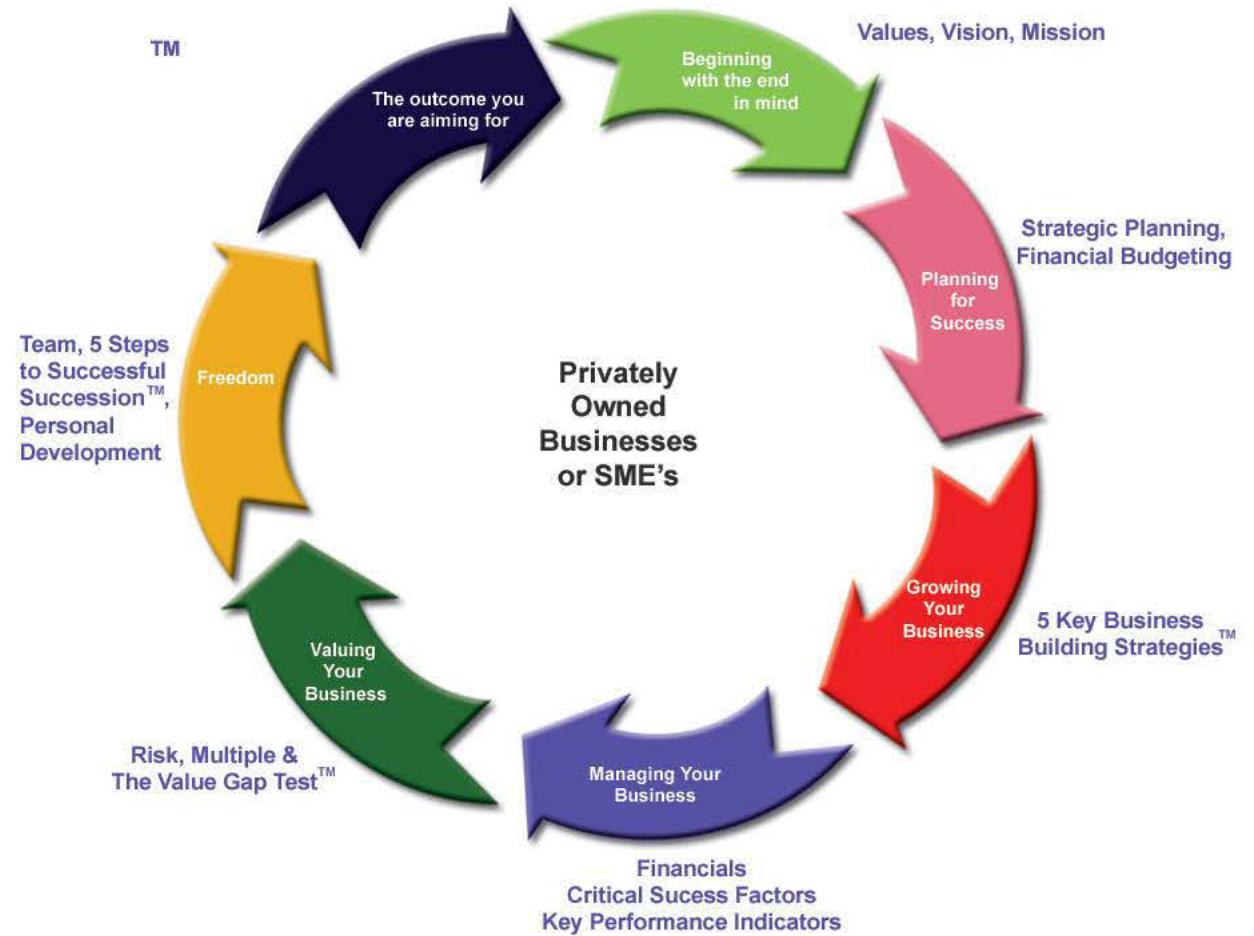
- Secret #3
- Morning tea
- Secret #3 continued
- Lunch
- Secret #3 continued
- Afternoon tea
- Secret #3 continued
- 7 - 11.30pm - Gala Dinner

Day Three

- Secret #4
- Morning tea
- Secret #4 continued
- Lunch
- Secret #5
- Afternoon tea
- Secret #6
- Conclusion of camp

The 6 Secrets™

The 6 Secrets™ to any business



The camp centres around the innovative delivery of the 6 Secrets™ of running a successful business

The 6 Secrets™



We provide plenty of examples of other businesses and what they do, and we refer to successful businesses in video grabs allowing you to see first hand, ideas that have created success.

1. Beginning With The End In Mind

We look at where the business people want to go with their business, what they want their business to look like and feel like, and what they want their life to be like.

2. Planning For Success

Strategic planning: Focus here is on what we need to do to help us get to our end goals. What do we need to put in place? What are the bite size chunks that are going to help us get there?

Financial budgeting: Focus is on Profit and Loss and cash flow budgets. Can we afford to do what we want to do or need to do? Do we need access to funds, etc? We focus on the importance of knowing/planning the financial position of the business.

3. Growing Your Business

The focus is on drilling into all the ways to grow (5 key business building strategies™ that work with any business) and differentiate a business. We focus on the fact that all businesses are similar even though the internal mechanics can be very different. We drill in and spend time on:

- Systems – telephone, written
- Data base
- Marketing
- Offers
- Why customers leave and what to do about it
- Building a team and team work
- Awesome service
- Guarantees
- Selling techniques
- Small changes – and the impact of little things
- Perception is reality
- Communication and its importance both internally and externally
- Lifetime value of customers - it is more expensive to find new customers than to take care of existing customers



Where you want to be!

4. Managing Your Business

We focus on measuring and comparing actual figures back to budgets that we prepared in Secret 2. We discuss the importance of proper internal accounting systems. We highlight that there are certain vital steps that must take place to get jobs done. We help you understand what is important to get where you want to go and how to measure this and ensure you are going in the right direction.

We look at:

- Critical success factors
- Key performance indicators

5. Valuing Your Business

The focus is on the importance of valuing a business, how to, why to, what factors effect value, how to increase the value, explain how risk effects value and what types of risk there are. We highlight how to decrease the risk and in turn increase the value. In this area we also focus on our [Value Gap Test™](#) which is the value an owner believes their business is worth, comparing it to it's real worth.

6. Freedom

We focus on succession planning, delegation, having the business run without the owners (more holidays!), selling a business. The succession planning section is based around our [5 Step Succession Planning Process™](#). We also have a session here on Personal Development. This is focused around our [11 Key Rules To Your Success™](#) template.

The Result

You will not be able to walk away feeling the same as when you arrived. Register Today

You can register online by going to www.globalbusinesscamps.com.au/register


Alternatively you can contact us:

Phone: 1300 883 089

Email: john@globalbusinesscamps.com.au

The excitement and enthusiasm that comes about with new ideas and a refreshed inherent belief in yourself and your business and where you are headed, will take everyone to a new level.

The opportunities for everyone involved are enormous – the knowledge and networking gained creates the ability to transform a business is only limited by your mindset.



These 3 days will revitalise you with a fresh view of your business and the goals you need to have for both the business and your personal lives.

Lead Presenter



Lead Presenter
John Tsoulos

John Tsoulos is the lead Presenter for Global Business Camps. Having worked closely with businesses from different parts of the world, he has vast experience in applying business development programs producing excellent results.

John has presented at conferences, business building events, business camps and team building camps in Australia, New Zealand and the USA.

In 2001, John developed the 6 Secrets™ to any business, whilst creating the original business camp program. The event was first run in 2002 for 47 people and after 4 events held in South Australia, the events went to the National scale.

With 12 National events now already completed, the content of the program has evolved and developed, bringing in many new strategies, ideas and thought processes, but the core 6 Secrets™ methodology remains. This methodology has been used and mastered by thousands of businesses and the results have been fantastic.

John is focused, dynamic and passionate, and believes in the program format and the 6 Secrets™ to any business. To quote his words “Every business must go to the camp. It will completely re-engineer the way people do things and, in turn, give them a better business and lifestyle.”

You will love his energy and drive and he will inspire you.

Lead Presenter



What past delegates are saying about John....

"As for John – well the guy is amazing. To keep us all on track, on time and most of all eager for more was just fantastic. His dedication was evident."

Sheridan Scott, United First Supplies

"John's infectious excitement! Business bible! (take home folder) and purchased DVDs and Billy's program. Revisiting our values, mission and culture. Making sure the right people are 'on the bus', improve our team."

Irene, Business Services Industry

"Had a great time, John's awesome, he's a pocket rocket!!! Thank you."

Lisa & Keith, Building Industry

"John worked at a great speed and with unbelievable energy. Even when tired, I was completely engaged at all times!"

Siobhan, Accountant



"John is the man that defies all of your expectations of accountants! He is the greatest cheerleader we've ever met! He's exciting, engaging and challenging. John mixes his business savvy with unbridled enthusiasm and a commitment to seeing us realise our business dreams!

He comes off the stage and into the heart of the business and we love him for it! It's John's voice that gets into your head once you've left Global Business Camps, whispering to you "that's so cool" when you're turning the 6 Secrets™ into your reality!"

Tricia, Train to Succeed

The Presenters

Each presenter is a specialist in their field and boasts impeccable business credentials. The presenters and guest speakers will challenge you to re-evaluate and rethink the way you go about your business, and in some respects, your personal life.

Andrew Geddes - Guest Presenter

Andrew will be working with us on “Building a high performance team....Improving your leadership skills” in his fun and dynamic working session.

He has worked with small businesses for over 30 years as a business coach and development specialist. He is a non-executive director of Greencross Limited, Australia’s largest and fastest growing veterinary company; and coaches CEO’s in private companies across a range of different industries including engineering, construction, professional services and hospitality.



Mark Holton – Guest Presenter

Mark has developed specialised skills in the area of adult education and training with extensive experience in both private and public sector industries in Australia, New Zealand, United Kingdom and North America.

Mark will work through ‘Understanding the financial consequences of every business decision before you make them using cash flow story (proprietary software)’. This is a brilliant session that helps you understand the returns that you should require from your specific business decisions and investments.



The Presenters

David Smith - Guest Presenter



David Smith is a chartered accountant with a technology bent. He is a board member, mentor and coach to many small and medium businesses. For over 25 years he was a practicing accountant with the firm that is now BDO, Sydney and assisted many small business. In his time with that firm he created a successful software business that was sold to MYOB in 1999.

With his partner Mark Holton, he now runs Smithink which conducts workshops and conferences for accountants including the only independent technology conference and exhibition for the accounting profession. He is a regular speaking on topics relating to the future of the accounting profession, business strategy, process improvement, innovation and the impact of technology on business.

Steven Eager - Guest Presenter



Steven Eager has a significant executive background with numerous CEO and management roles in large accounting, legal, financial services and consulting organisations prior to founding MYP. A regular contributor at conferences and in the media, Steven has worked extensively with the SME sector.

His passion is in aligning the relationship and objectives of clients and their advisers to deliver authentic and sustainable value + outcomes. Steven's premise is that if you are doing what most of your industry or competitors are doing, you are already in decline. Time to think & execute differently.



“Since we started in business in 2006, we have spent money on all sorts of programs designed to help us do business faster, better, stronger. But nothing ever quite helped us feel that we were in control of the business until 2009, when we decided to invest in a different sort of program: a 3 day experience, the Global Business Camp.

For 3 days, we worked on our business, not in our business. For 3 days, we sat side by side with our accountant and talked honestly about our strengths, our weaknesses and planned for the future. For 3 days, we learnt about business ideas and principles that excited us, stretched us and gave us confidence to build our business.

But 3 days are just 3 days. The principles imparted by the Global Business Camp are for the life of our business. We've changed everything about how we do business: recruiting & retaining staff, recruiting & retaining customers, raising prices, tracking our figures. And we've been rewarded! Business is strong and the ride is fun!

Testimonials

So, in 2010, we took back 3 of our team for the opportunity to experience the Global Business Camp for themselves. And now they are excited, they've made changes, they're embracing the principles. We'll be back in 2011 ready to learn more, do more and share that experience with other members of our team. If you want to make your business work for you, join us at the 2011 Global Business Camp! Do what we do: book now and pay off your registration! We look forward to seeing you there!”

**RANDALL SMITH & TRICIA
VELTHUIZEN
TRAIN TO SUCCEED**

SOLTAN  PEPPER

“Prior to attending the business camp we were just working in our business, hoping people would “just come” to our restaurant.

The camp helped us to realize that we could control how many people would come and when! This was a complete mindset change for us, and we haven’t stopped since. Within a month of returning we had comment cards on our tables and started our database and our birthday club.

Just 12 months later we have over a thousand guests on our database, and mail about 165 birthday cards each month inviting guests to come back.

We give encouragement awards to local sporting clubs. Thank you offers for guests who refer a friend to us, and we now regularly make time to sit down together to brainstorm new offers and events to keep people interested in coming back to Soltan Pepper.

Thank you for changing our thoughts from, “just get the work done” to let’s build a sellable business”

Testimonials

MEL SOLTAN SOLTAN PEPPER RESTAURANT

Winner of Excellence in Food & Beverage at the 2008 Business Excellence Awards!

Testimonials

“I run a plastic welding business that services the mining industry. To come along to the business camp I had my arm fairly hardly twisted by my accountant but he got me there and I couldn't have been more wrapped!

I've learnt a great deal about managing my business and managing my people. I had some fantastic inspiring talks with some other delegates and celebrities and could recommend the camps to anyone.

I'll certainly be back and passing the knowledge onto my staff.”

MATT RYAN
POLYFIT FABRICATIONS



“I run a really busy business in Melbourne so it was hard to get the time to come to the 2009 camp, but it was fantastic and well worth it. I've got lots to do back at work, lots of things to incorporate and lots of ideas. I was already drawing up check lists at the camp, to go back to staff with and to implement. I couldn't wait to get back and to encourage everyone else with how I felt.

Way worth coming and I'll be back again. I'll have lots more ideas the second time around and am really looking forward to putting all the ideas from the camp into place.

Its been great!”

RAELENE PATTERSON
CONSTRUCTION
TRAINING
INTERNATIONAL

