



 **THE LOFTEFFECT**  
**CALIBRATE PROGRAM**

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**Dates**

Start -3rd & 4th September 2019  
 End -18th & 19th November 2019

**Investment**

\$3,000 (\$250 per week) ex GST

**Who is this suited for**

Business owners who are ready to commit to building strong foundations and focus on the growth and development of their team and their business. This program is designed to help you take the first step in building the business you have always dreamed of and support you in achieving more money, more time and more freedom!

**INCLUSIONS**

**OUTCOMES**

**Build the Foundations 2 Day Intensive**  
 Review your business holistically & understand your financials to help drive strategic planning and actions to grow your business.

Understand your Profit & Loss, understand your Growth Levers, Business Capacity Formula, Leadership Profiling, Build your 90 Day Action Plan

**Financial Tracking & Implementation**

Understand the difference between Revenue and Profit and learn easy to implement techniques to help you track both. Our unique templates include the Daily Revenue Tracker & Budget

**Cashflow Management**

Learn how to manage your cashflow & stock effectively. Templates include Stocktake Procedure & Cashflow Forecast

**Individual Business Performance Strategy  
 Review Financial Plan & Growth Strategy**

Feel a sense of empowerment with having a clear vision and planned financial growth strategy for your own business

**Effective Leadership, Vision & Values**

Learn how to be an effective leader, driving your team for success. Establish a clear Vision and supporting Values that inspire and engage your team to strive for excellence

**Team Communication Rhythm**

Learn how to run effective team meetings, how to structure feedback and deliver key messages for maximum impact

**Building a Kick-Ass Employee Journey -  
 Recruitment**

Create a clear Job Advert, Position Description, Interview questions and onboarding plan so you build an effective team

**Building a Kick-Ass Employee Journey-  
 Retention**

Retain your employee's through creating an Engagement Strategy, Professional Development Plans, Rewards & Incentives

**Understand who your core client is, where  
 to find them & how they will buy from you**

Understanding your different client segments and their buying behaviour will enable you to get cut-through in a cluttered market and increase your conversion rates on all marketing

**Create an effective Marketing Campaign**

You will learn how to create an effective marketing campaign to attract new clients to your business and also how to market to your existing clients to increase their average spend and frequency of visit

**Building a Kick-Ass Customer Journey  
 Create a customer for life**

Create a Client Vision, Customer Journey and Value Ladder that makes your clients become Raving Fans

**Take to Market- 2 Day Intensive**

Create a Social Media Plan, Design and Functionality of an effective Website, how to run a successful event and Drive Retail Sales

### Delivery Method

This program offers effective delivery of education in a blended learning environment, group and individual. We feel that his approach is necessary as it provides the opportunity to also learn with like-minded business owners to work together whilst also delivering a personalised solution to your business.

- 4 x Business Intensive (live) 2 x days per intensive held in Melbourne
- 9 x Online training sessions delivered to the group weekly via ZOOM
- 1 x Personalised strategy session with Vanessa Main (help via ZOOM)
- 6 x Group mentoring sessions with your personal accountability mentor
- A detailed 'How to ZOOM Video' will be provided

### Payment Options

**Option A**      \$3,000 + GST paid upfront in FULL

**Option B**      Weekly payment plan  
                       \$250 Deposit  
                       \$250 weekly + GST per week

First Name	Surname
Business Name	
Mobile Number	Email
Pay _____ today and then _____ x weekly payments of \$ _____	
Name on credit card	
Credit card number	
EXP      DD / MM / YYYY      CCV	Signature

#### Terms & Conditions

As numbers are limited, in order to secure your position in the Calibrate Program, a deposit of \$250 is required to be paid by credit card. This deposit will automatically be deducted from the total program fee acting as the last weekly installment due. Credit Card or Direct Debit payments are available for the remainder of the program payments. If you default on the agreed payment schedule, The Loft reserves the right to pause or cease your participation in the program.

	WEEK	DAY	DATES	TIMES	ACTIVITY & TOPICS	DELIVERY
FINANCE	Week 1	Tuesday Wednesday	3rd Sept 4th Sept	10am - 4pm 9am - 3pm	Building Business Foundations - LIVE 2-Day EVENT	Melbourne
	Week 2	Tuesday	10th Sept	10am -11.30am	Financial Tracking & Implementation	Online - Zoom
	Week 3	Tuesday	17th Sept	10am -11.30am	Cashflow Management	Online - Zoom
		As scheduled	16th - 20th Sept	Various times	Accountability & Implementation Session	Online - Zoom
Week 4	Tuesday	24th Sept	10am -11.30am	Role of the Leader, Vision & Values	Online - Zoom	
TEAM	Week 5	Wednesday	2nd Oct	10am -11.30am	BLOCKBUSTER	Online - Zoom
	Week 6	Tuesday	8th Oct	10am -11.30am	Team Communication Rhythm	Online - Zoom
		As scheduled	7th - 11th Oct	Various times	Accountability & Implementation Session	Various Times
	Week 7	Tuesday	15th Oct	10am -11.30am	Building a Kick-Ass Employee Journey - Recruitment	Online - Zoom
Week 8	Tuesday	22nd Oct	10am -11.30am	Retail Selling Strategies that really work	Online - Zoom	
MARKETING	Week 9	Tuesday	29th Oct	10am -11.30am	Building a Kick-Ass Employee Journey - Sales Targets	Online - Zoom
	Week 10	Wednesday	6th Nov	10am -11.30am	Understand who your client is, where to find them & how they buy	Online - Zoom
		As scheduled	4th - 8th Nov	Various times	Accountability & Implementation Session	Various Times
Week 11	Tuesday	12th Nov	10am -11.30am	Creating Effective Marketing Campaigns	Online - Zoom	
	Thursday	14th Nov	10am -11.30am	BLOCKBUSTER	Online - Zoom	
GRADUATION	Week 12	Monday	18th Nov	10am -4pm	Building Business Foundations - LIVE 2-Day EVENT	Melbourne
		Tuesday	19th Nov	9am - 3pm		
PRIVATE	As scheduled		Private Sessions	Various Times	Business Performance Strategy	Online - Zoom