



BUSINESS GROWTH GUIDE



Business Development

Web Marketing Management

Strategic Planning

- **Brand identity and Brand awareness**
- **Business Coaching and Performance Coaching**
- **Leadership Development**
- **Financial Management and Risk Management**



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Brand identity and Brand awareness 12345

- Would you like to empower your Brand voice?*
- Would you like to increase your Brand awareness?*
- Does your website reflect your values, your Brand voice and your professionalism effectively?*
- Do you consider your Business competitive?*
- Would you like to reach more clients?*
- Would you like to identify your Target Audience and define your clients' needs?*
- Do you feel confident in promoting your services and products?*
- Do you feel confident in communicating your expertise with your clients?*
- Do you feel confident with communicating your Vision and Mission?*
- Are your long-term goals reflected in your short-term priorities?*

Business Coaching Performance Coaching

Leadership Development 12345

- Would you like to improve your organizational skills?*
- Would you like to improve your problem-solving skills?*
- Would you like to improve your interpersonal skills?*
- Would you like to improve your self-confidence and resilience?*
- Would you like to improve your productivity?*
- Would you like to feel more motivated?*
- Would you like to improve your professional knowledge?*
- Would you like to gain clarity and focus?*



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- **Strategic Planning**

- 1) Define the tasks
- 2) Identify resources
- 3) Consider alternative sources
- 4) Create the plan
- 5) Follow the plan
- 6) Evaluate and update

- **Financial Management**

- 1) How stable are your financial resources?
- 2) How efficiently does your business generate income?
- 3) Who is responsible for your income and for monitoring your financial information?
- 4) Which duties are assigned within financial management, including accounting, budgeting, control and reporting for decision making?

- **Risk Management**

How efficiently are you utilizing your assets and managing your liabilities?