



BUSINESS HEALTH ACADEMY - SYLLABUS

There are 5 parts, or modules that comprise the online “Business Health Academy”.

DURATION: 90 minutes, including questions and answers

PART I Pain and Solution (the Big Idea)

In the first module of the Business Health Academy, we delve into understanding the core aspects of identifying and addressing pain points within a business landscape.

1. **The Pain:** Explore and identify the specific pain points, challenges, and obstacles faced by businesses in today's competitive environment. Learn to pinpoint and articulate these issues effectively.
2. **Target Audience:** Understand the significance of defining and targeting the right audience or customer base for your business. Learn strategies to identify and analyze your ideal customer profile.
3. **Total Addressable Market:** Dive into the concept of Total Addressable Market (TAM) and grasp methods to evaluate the potential market size for your product or service. Understand the scope and opportunities within your market segment.
4. **Solutions:** Develop a comprehensive understanding of crafting viable solutions to address the identified pain points. Explore innovative approaches and methodologies to solve problems effectively.
5. **Target Pricing:** Learn how to strategically set pricing for your products or services based on the identified pain points, solutions offered, and the perceived value in the market. Understand pricing strategies to maximize profitability while meeting customer expectations.

This module lays the foundation for creating a solid business strategy by comprehensively analyzing pain points, identifying the target audience, assessing market potential, devising effective solutions, and strategically setting pricing.



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PART II Corporate Backbone (the Why)

In the Business Health Academy's second module, we dive into the fundamental aspects that form the core of a business's identity and direction - the 'Why' that drives its existence.

1. Vision (Dream): Discover the power of envisioning the future. Learn to craft a compelling and inspiring vision statement that encapsulates the aspirational long-term goals and direction of your business. Understand how a clear vision serves as a guiding force for your organization's growth and development.
2. Purpose (Passion): Uncover the deeper 'why' behind your business. Explore the essence of your business's existence beyond financial objectives. Identify and articulate the core purpose that ignites passion and drives meaningful action within your team and resonates with your customers.
3. Mission (Focus): Define a concise and focused mission statement that communicates what you do; your elevator pitch. Learn to communicate your business's mission effectively, creating absolute clarity for your target market(s).
4. Objectives: Establish SMART (Specific, Measurable, Achievable, Relevant, Time-Bound) objectives that support your mission. Break down your overarching mission into clear, achievable objectives that provide a roadmap for your business's success.

This module empowers you to define the essential 'Why' elements of your business - the vision that inspires, the purpose that fuels passion, the mission that guides focus, and the objectives that drive actionable outcomes.



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PART III Team Identity (the How)

In Module 3 of the Business Health Academy, we delve into the crucial elements that shape a strong and cohesive team identity, focusing on the 'How' of fostering a collaborative and high-performing team culture.

1. **Expectations:** Explore the significance of setting clear and realistic expectations for team members. Learn effective methods to communicate expectations, both in terms of performance and behavior, fostering accountability and alignment towards shared goals.
2. **Core Values:** Identify and define the core values that embody the beliefs and principles guiding your team. Understand the importance of aligning actions and decisions with these values to cultivate a strong organizational culture.
3. **Culture Shaping:** Learn strategies for intentionally shaping and nurturing a positive and inclusive team culture. Understand how to reinforce desired behaviors, foster trust, and create an environment where every team member feels valued and motivated.
4. **Communication Behavior:** Discover the power of effective communication within a team. Learn practical communication strategies and behaviors that facilitate transparency, collaboration, and a sense of belonging among team members.

This module is designed to equip you with the tools and insights necessary to cultivate a cohesive team identity. By setting clear expectations, defining core values, shaping a positive culture, and fostering effective communication behaviors, you'll create an environment conducive to teamwork, productivity, and success.



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PART IV Performance Framework (the What)

In Module 4 of the Business Health Academy, we focus on the practical aspects of implementing a robust performance framework, addressing the 'What' of strategic planning and execution within your business.

1. **Strategies:** Explore the development and implementation of effective strategies aligned with your business objectives. Learn how to formulate actionable plans that drive success and growth.
2. **Actions & Milestones:** Break down strategies into tangible actions and milestones. Understand the importance of setting clear, achievable steps that mark progress toward your business goals.
3. **Measurements:** Discover the significance of defining key performance indicators (KPIs) and metrics to measure the success and effectiveness of your strategies and actions. Learn how to track and analyze data to make informed decisions and drive continual improvement.
4. **Quarterly Must Do's:** Identify and prioritize essential tasks and initiatives that must be accomplished on a quarterly basis. Develop a structured approach to ensure timely execution of crucial activities.

This module equips you with the tools and frameworks necessary to implement a performance-driven culture within your business. By formulating strategies, setting actionable milestones, measuring progress through key metrics, and establishing essential quarterly objectives, you'll create a roadmap for consistent growth and success.



PART V Operational Excellence (Get Better)

In the pursuit of business health, Operational Excellence serves as the backbone, ensuring that your organization operates at its highest potential. Part V delves into crucial aspects, from defining roles to mitigating risks, fostering employee engagement, embracing lean principles, and exploring revenue stream diversification. Together, these components empower your business with the agility, efficiency, and resilience needed for sustained success.

1. Role Clarity

Establishing clear roles within your organization is akin to providing a roadmap for success. When each team member understands their responsibilities, it fosters a sense of accountability and collaboration. Role clarity enhances communication, streamlines workflows, and contributes to a cohesive, high-functioning team.

2. Risk Mitigation

In the dynamic landscape of business, understanding and mitigating risks are paramount. This module equips you with tools and strategies to identify, assess, and manage potential risks effectively. By developing a robust risk mitigation plan, your business becomes more adaptable and better prepared to navigate challenges with resilience.

3. Employee Engagement

A thriving business is built on engaged and motivated employees. This module focuses on creating an environment where team members feel valued, connected, and inspired. Employee engagement is not just a metric; it's a catalyst for innovation, productivity, and a positive workplace culture.

4. Lean Principles

Embracing lean principles is about maximizing efficiency and minimizing waste. This module guides you through the application of lean thinking, helping you identify and eliminate non-value-added activities. By streamlining processes, your business becomes more agile, responsive, and poised for continuous improvement.

5. Revenue Stream Diversification

In a world of evolving markets, diversifying your revenue streams is a strategy for long-term stability. This module explores avenues to broaden your income sources, reducing dependence on a single channel. By diversifying, your business



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becomes more adaptable to market changes and better insulated against economic fluctuations.

This module is tailored to empower you with the skills and perspectives essential for achieving operational excellence in your business. Through a focus on Role Clarity, Risk Mitigation, Employee Engagement, Lean Principles, and Revenue Stream Diversification, you'll gain the tools needed to propel your organization toward resilience, efficiency, and sustained success.