



TEN



YOU

Your knowledge, Tools, Business Building Abilities, Mindsets

YOUR TEAM

Caliber of People, Culture, Direction, Alignment, Focus, Abilities

YOUR BUSINESS

CEO Mentoring, Workshops, Scale Up Leadership Training, Toolkits, Scale Up Accelerator

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10X-ING YOUR BUSINESS

About Us

Going from 1 to 10 staff, and from 10 to 100 staff are different worlds. The skills and knowledge required to scale 10X are totally different, and few scale up teams have them. That's why 70% of successful entrepreneurs get stuck in No Man's Land. If you're scaling up and your team has never built and led a sizable organisation before, the single most

valuable investment you can make is acquiring cutting edge tools, skills and knowledge to scale a company.

Because scaling up is a unique and acute business leadership challenge, generalist MBA's and business management programmes are totally inappropriate for scale up teams. They're too academic, slow, and time-consuming.

We offer a 'Just-In-Time' process to give your team the practical tools you need to put to work, for 10X a great business, with a time commitment that works for entrepreneurs. We offer a variety of individual Boot Camps, company-specific scale up Workshops, and long term Programmes to help your team every step of the way.

“

I don't know what I would have done without the 10X Program

Stacey Brewer - Founder, SPARK Schools



BOOT CAMPS

PATH TO SCALE

A MASTER CLASS TO 10X YOUR BUSINESS

20 FEBRUARY 2019

Spending your days fighting fires, dealing with mounting team issues, increasing customer complaints and operational crises? If you're scaling a business, you're probably experiencing exponentially increasing growing pains: the symptoms designed to tell you the business is changing, and your 'leadership technology' needs to change too. Scaling a business for the first time is a herculean leadership challenge. But there is a science to scaling up. Come learn the specific tools and disciplines that help Scale Up leaders manage the challenging Path to Scale.



This boot camp should be mandatory for any venture that gets venture funding.

It's irresponsible for any funder to fund an entrepreneur without putting them on this programme.

Justin Coetzee
Founder, Go Metro



This 3-day Path to Scale Boot Camp will empower entrepreneurial executives with an understanding of the little-known science of scaling up, including empower entrepreneurial executives with an understanding of the little known science of scaling up, including:

- The core growth constraints – the unexpected forces that exponentially increase chaos as your business growth
- The 12 Disciplines of 10X Entrepreneurs™ – the tools & techniques that skilled Scale Up leaders use to build the right foundations for scale and overcome the constraints to growth
- The 10X Entrepreneur™ Operating System – a systematic approach to scaling up by applying the 12 disciplines of 10X Entrepreneurs
- Plus 6 other high end scale up disciplines and tools

Facilitator: JASON GOLDBERG. Entrepreneur, Investor, Scale Up Strategist and Scale Up CEO Partner.

BOOT CAMPS

10X CULTURE

10 APRIL 2019

Most of us know that culture is a key driver of business performance. And if you plan to 10X your business, you simply can't do it without a high-performance culture.

But 'culture' is a nebulous concept. What is it? And how practically do you nurture a high-performance culture?

If you're committed to 10X-ing your business through a 10X Culture and want a practical toolkit to do that, join us to learn the leadership tools that will enable you to attract the right people and galvanize them in a high performing culture your competitors can't replicate.

FOCUS AREAS

- What is culture?
- Why culture eats strategy for breakfast?
- Why and how culture changes when you scale (which elements of culture must you protect? (Which ones must you change?))
- How to build a high performing culture your competitors can't replicate
- Process and practical tools to achieve measurable results
- And more!

10X STRATEGY

BEING A MAGNET FOR SALES AT SCALE

TBC

Businesses that scale by 10X start by delighting customers. They are sales magnets because they are remarkable. That's the outcome of a winning strategy: a repeatable formula to be remarkable. If you are not remarkable, your strategy needs work before you can 10X your business!

FOCUS AREAS

- The essence of growth strategy
- How good and bad strategy play out in the practical day-to-day experience of running your business
- The 10 Elements of 10X Strategy

We now have every staff member fully aligned to the company's strategy.

My team was initially skeptical but after seeing the value first hand they quickly embraced the 10x process with enthusiasm... we're now scaling much faster and with less resources than we would have normally required without the 10x process.

James Wilkinson
Founder, Sonic Telecoms



BOOT CAMPS

10X-ECUTION

FROM CHAOS TO SYSTEMATICALLY ACHIEVING YOUR GOALS, AT SCALE TBC

If running your business feels like being inside a tornado and business performance is a lottery, you're not alone. Growth produces chaos. Change accelerates inside a tornado. Uncertainty multiplies. Problems compound. And stress accumulates. The good news is that this is all a normal part of growth and there is a science to transforming the chaos into flow.

FOCUS AREAS

- How your business will change as you Scale Up, and how your management system needs to change to gear up for your future scale
- The 8 disciplines of execution
- How to translate a strategy (long term, big picture goals) into concrete targets for each person

PERFORMANCE MGMT

DESIGNING YOUR PERFORMANCE MGMT PHILOSOPHY AND SYSTEM (FOR FOUNDERS)

7 MARCH 2019

Are you struggling to keep your growing team aligned, focused, and accountable? It's inevitable as you grow that things get chaotic and out of control. You need smart tools to keep your team clear on priorities, aligned on roles, 'in sync', engaged and accountable. That's the role of Performance Management (PM) done well.

FOCUS AREAS

- The latest thinking on Performance Management
- The key debates on what works and what doesn't
- The key design decisions you need to make
- The performance management philosophy and practices we think work best for most scale ups.
- The process to implement performance management
- Tips on do's and don'ts when implementing PM for the first time

“

Africa's premiere Executive Training

Willem Venter - Founder, Prescient

PRESCIENT
INVESTMENT MANAGEMENT

BOOT CAMPS

10X MARKETING SYSTEMATICALLY GENERATING HOT LEADS AT SCALE

28 MAY 2019

Stop throwing money at the wall and hoping it will stick. Gear marketing for scale by building your Marketing function as an engine that predictably produces quality leads.

FOCUS AREAS

- Understanding the essence of strategic marketing
- How marketing changes when you scale up
- What are the crucial elements of a high performance marketing engine?
- How to resource your marketing function as your size and marketing budget changes: when to hire, and when to leverage partners, how much to spend?
- How to generate a 'marketing tailwind' so you get more results for less effort by using the immutable laws of marketing positioning and messaging.

BRING YOUR A-GAME HOW TO UNLOCK 10X PERSONAL PERFORMANCE (PART 2)

26 FEBRUARY 2019

Empower Scale Up leaders to bring out and sustain your A-Game, by adopting the habits that underpin sustained high levels of personal performance.

FOCUS AREAS

- **FOUNDER'S TRAPS:** Factors that systematically drag founders and leaders in Scale Ups into sub-optimal personal performance
- **10X HABITS:** The latest scientific discoveries regarding habits that underpin sustained 10X performance
- **10X MINDSETS:** The mindsets that underpin 10X performance, and how to retrain your brain to adopt the most powerful mindsets required to 10X your business
- **10X SYSTEM:** How you can incorporate these habits and mindsets into a personal operating system that will help you maintain you're a-Game in the whirlwind of the entrepreneur's life.

“

I used to feel like I was sprinting up a sand dune and if I stopped sprinting, the business would slide down. Now I feel like my entire team is pulling ... sometimes I wonder if the business even needs me anymore, which is an amazing transformation.

Andrew Cook - Founder, SCI

SMOKE
SCALE UP WILL BEAT

BOOT CAMPS

10X TALENT

FROM LOTTERY HIRING TO SYSTEMATICALLY HIRING A-PLAYERS

14 FEBRUARY 2019

The #1 make-or-break issue in Scaling Up is building the right team. Building an A-team is easy when you're a team of 10 or 15. The challenge is doing it as you scale beyond that. The only way forward is to institutionalise the world's best recruiting techniques, make mastery a core management competency, and measure recruiting performance. Come learn how.

FOCUS AREAS:

- Recruiting Pitfalls – Why traditional recruiting approaches don't work, & lead to having 50% or fewer A-players.
- Proven hiring techniques – Tools to build a team of 75%-90% A-players.
- The Scaling Talent System – How to institutionalise world class recruiting practices

COST:

One-day BC: R 5,900
pp (ex VAT)

Three-day BC: R 16,500
pp (ex VAT)

VENUE JHB:

Johannesburg BC's:
The Focus Rooms,
Sunninghill,
Johannesburg

VENUE CT:

Cape Town BC's:
CTICC, Lower Long
Street, Cape Town

MORE INFO:

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PERFORMANCE MGMT

'HARNESSING AND GROWING TALENT AND TEAMS, AT SCALE' (FOR MANAGERS)

11 APRIL 2019

Are you struggling to keep your growing team aligned, focused, and accountable? It's inevitable as you grow that things get chaotic and out of control. You need smart tools to keep your team clear on priorities, aligned on roles, 'in sync', engaged and accountable. That's the role of Performance Management (PM) done well.

FOCUS AREAS:

- The latest thinking on Performance Management
- The key debates on what works and what doesn't
- The key design decisions you need to make
- Guidelines to make those design decisions
- The performance management philosophy and practices we think work best for most scale ups.
- The process to implement performance management
- Tips on do's and don'ts when implementing PM for the first time

WORKSHOPS

10X GROWTH STRATEGY

OBJECTIVE

- Maximise your businesses' focus, alignment, speed and momentum on your way to your 10X goals...
- ...by harnessing the forces of nature to build your business, and achieving full alignment on a 10X-able strategy

OUTPUT

- Strategy X-Ray Report (before and after)
- Strategy Workshop Outcomes Report (Powerpoint), including:
 - 10X Strategy Canvas: Target customers. Winning proposition. Defend-able advantage
 - Winning moves
 - Unresolved questions
 - Strategy development priorities, approach, and actions

YOUR INVESTMENT

- R50,500 (Ex. Vat)
- 50% deposit, balance on completion



I found the 10Xe growth planning Workshop to be tremendously

valuable for myself and our team at Twiga... The process was structured, with tangible outcomes, and set-up structures of goal setting and communications we use to this day.

As our organization has grown quickly, we've used the lessons from 10X-e to lay the foundation for success. The 10X-e team really takes the time to get to know the team, and offer personalized outcomes and feedback.

The few days spent with the 10X-E team are of the most valuable we've spent as a company, and we're very much looking forward to continuing to work together.

*Grant Brooke
Co-founder, Twiga Foods*



10X-ECUTION

Our 10X Blueprint. Clear priorities, goals and targets. Prioritised initiatives. Clear accountabilities. Business Performance Framework.

OBJECTIVE

- Maximise your businesses' focus, alignment, speed and momentum on your way to your 10X goals...
- ...by aligning on the most important goals, clear targets, a scorecard to track performance, & clear accountabilities (who owns what outcomes?)

OUTPUT

- Company Big Hairy Audacious Goal (#1 strategic goal over next 2-3 years)
- Company Execution Blueprint (2-3 year priority objectives to achieve BHAG)
- Company OKRs (priority Objectives & Key Results)
- Roadmap for developing Company-wide OKRs

YOUR INVESTMENT

- R40,000 (Ex. Vat)
- 50% deposit, balance on completion

Q-RAP QUARTERLY REVIEW, ADJUST, PLAN

Review (last 90-day race). Adjust. Plan (next 90 day race). SPRINT!

OBJECTIVE

- Maximise your businesses' focus, alignment, speed and momentum on your way to your 10X goals...
- ...by keeping execution on track, and adjusting your strategy in real time

YOUR INVESTMENT

Single Q-RAP

- R40,000 (Ex VAT) if this is our first Workshop for you
- R30,000 (Ex. Vat) if we ran your GSW & ExW

3 QRAP's in a year

- R100,000 (Ex. Vat) for 3x QRAPs, if we did not run your GSW & ExW
- R80,000 (Ex. Vat) for 3x QRAPs, if we did run your GSW & ExW
- 50% deposit, balance on completion



Strategy & Execution provides an extremely practical yet powerful set of tools to guide you to an executable plan against which we can measure our progress and performance.

The business has a complete set of aligned goals and a BHAG which we are now working towards. This makes it much easier when deciding which client work to take on. Before we would often say 'yes' to anything that was even remotely close to what we did, whereas now we are selective allowing us more time to focus on the projects that deliver us the best results.

Brad Wilson - Founder & MD, Global Access



WORKSHOPS

10X CULTURE

Our DNA: Our Why, What, How and Who, that makes us go the extra mile, love our work, and deliver uncommon results.

OBJECTIVE

- Maximise your businesses' focus, alignment, speed and momentum on your way to your 10X goals...
- ...by **engineering and leading an awesome Culture that attracts and retains the right people, and makes them thrive by doing your most important work**

OUTPUT

- Culture Canvas, including: Purpose, Mission, Vision, Values, Behaviors, and Leadership Philosophy
- Culture Leadership Roadmap: actions required to effectively lead the Culture

YOUR INVESTMENT

- **With X-Ray - R60,000 (Ex. Vat)

10X ORGANISATION STRUCTURE

Design the organization such that staff naturally focus on what matters, and make decisions and direct their efforts and resources to delivering the results that matter most

Energy follows the path of least resistance. Underlying structure determines the path of least resistance. That's why structure determines performance. And we can change the underlying structure! That's why the job of leaders is to design an organisation structure to create advantageous paths of least resistance, and therefore direct the organisations energy to what matters most.

OBJECTIVE

- Maximise your businesses' focus, alignment, speed and momentum on your way to your 10X goals...
- ...by **aligning every role and person to the critical priorities in your 10X Blueprint, and creating strategy-aligned goals and targets for each**

OUTPUT

- A Q-RAP Summary Report, including:
 - Review – progress against scorecard
 - Adjust – lessons, adjustments (strategy, priorities)
 - Plan – 90d priorities (goals, targets, initiatives)
 - Decisions
 - Issues for resolving and accountability
 - Actions

YOUR INVESTMENT

- R40,000 (Ex. Vat)
- 50% deposit, balance on completion

CEO COACHING

If you want to become as effective as you could be, as a CEO, perhaps consider a CEO Coach who will help you to define your desired CEO role, and work systematically through the transition, including problem solving the obstacles along the way.

Our CEO coaches are seasoned small business CEO's who have scaled their own businesses, and have the scars on the back. They are well placed to walk the CEO journey with you.

CEO Coaching meetings are 60-90 minutes, once or twice a month, for 6-12 months, at your offices or another suitable venue.



BUSINESS & LEADERSHIP ASSESSMENTS

SCALE UP X-RAY

WHY IS SCALING HARD?

Scaling is incredibly hard!!! For a lot of reasons, but one of the things that happens as you scale is that you build up 'Organisational debt', the silent Scale Up killer.

WHAT IS ORGANISATIONAL DEBT?

'Organisational debt' is a backlog of 'Capacity' (systems, processes, skills, team capacity, and general 'fixes') needed for your Organisation to work well at your current scale.

The more you scale, the more Capacity you need. But you don't have it, mostly because you've been so busy selling and delivering and dealing with people issues that you have not taken the time required to invest in scaling Capacity.

The 'Capacity' you need, and don't have, is your Organisational debt.

It is invisible. And it is deadly.

SO IF ORGANISATIONAL DEBT IS DEADLY & INVISIBLE, HOW DO YOU DEAL WITH IT?

To kill your Organisational debt before it kills you, the first thing you need is to see it. The reason you need to do this Scale Up X-Ray is to have X-Ray vision into your Organisational debt. It will show you the systems and processes that will break when you scale, so you can fix them before they break.

OUTPUT

We will compile a super-insightful Scale Up X-Ray report on your business and send it to you. Your Scale Up X-Ray report will include:

1. Your company life-cycle stage attributes, and next milestones to prioritise
2. Your most critical 'weak links' in each area of the business
3. Automated recommendations on how to address your Scale up weak links

YOUR INVESTMENT : R12,500 (Ex VAT)

BUSINESS & LEADERSHIP ASSESSMENTS

CULTURE & EMPLOYEE

Get clear and objective & insight on whether your Culture is a secret weapon, or a cancer, or somewhere in between, and how the different parts of your business stack up.

Your entire team will each complete an anonymous, 25-minute on-line survey about what its like working there: what's great, and what's not.

OUTPUT

You will get a detailed output report highlighting:

- Simple Culture health barometer (hot, or not?)
- Culture strengths and weaknesses, at a company level, and for each major team (>3 people)
- Employee Engagement health barometer (engaged, or not?)
- Employee Engagement strengths and weaknesses, against the key drivers of engagement, at a company level, and for each major team (>3 people)
- Key qualitative feedback points from staff

YOUR INVESTMENT

**With debrief workshop – R35,000 (Ex. Vat)

**Without debrief workshop – R14,500 (Ex. Vat)

BUSINESS & LEADERSHIP ASSESSMENTS

LEADERSHIP 360 ASSESSMENT

If you're intent on becoming the best leader you can be, pick a smart starting point. Use the Scale Up Leadership Pyramid to identify the right building blocks to focus on next.

BUILD YOUR SKILLS INTELLIGENTLY

Different skills are required at different stages of organisational growth and complexity. So we've created a unique 360 Assessment specifically for Scale Up businesses, based on the 10X Leadership Pyramid (next slide). Unlike most tools, built for steady-state corporate enterprises, ours focuses on the different skills required at different levels of leadership (CEO, Senior manager, supervisor, etc), and different stages of the Organisation's life.

GET THE BEST FEEDBACK

Choose your reviewers –any combination of your Board, investors, co-founders, colleagues or direct reports. Simply invite them by email; we do the rest.

GET THE INPUT THAT MATTERS MOST!

We keep all input anonymous so you'll get the type of candid reflections you need to grow fast.

GET BALANCED FEEDBACK

We aggregate results from multiple reviewees, minimising biased views.

“SPECIAL PROJECTS”

If the support you need is not listed in the menu of standard projects preceding this, feel free to request any other project of a strategic nature. Simply define the project, and we will follow up to schedule a discussion with you to define the project in more detail.

Here are some examples of special projects:



Implement a CRM system



Define job specs



Run team building session



Remuneration strategy



Support designing and implementing
Sharepoint



Marketing strategy

10X ACCELERATE

Out of every 1,000 businesses, 10 have the potential to scale and create wealth. That's just 1%. Of the elite 1%, 20-30% will make it to the Promised Land. The rest will get stuck in No Man's Land – the Bermuda Triangle of growth. Because going from a successful start-up / small business to a scaled enterprise is a herculean task, most Entrepreneurs (even the top 1%) are simply not tooled up for.

If you're on the Path To Scale and want to BEAT that statistic, not BE that statistic, the 10X Accelerator is for you. We believe it's the world's most powerful platform to give you the tools and knowledge you need to 10X your business.

What you get from The 10X Accelerate Programme:



10X COACH: A seasoned CEO with experience building a business like yours.



10X BOOT CAMPS: 12-15 days of the world's best Boot Camps on Scaling Up.



10X READING: Curated reading list to broaden your Scale Up know-how.



10X WORKSHOPS: Intensive workshops by battle-hardened domain guru's.



10X TOOLKITS: Tools to help you execute faster.



10X ASSESSMENTS: Business X-Rays to help you achieve laser-like focus on your critical constraints to growth.

“ The 10X Accelerator programme gives you the ability to copy and paste, tried and tested tools and business principles without having to reinvent the wheel, so we've implemented almost everything that we've learnt... It has been the most grueling process that I've ever been through in the business. However, it has given us the greatest reward.

Richard Rayne
MD, iLearn



INVESTMENT

R490k in Year 1, R510k in year 2 (Ex. VAT)

**refer to detailed terms and conditions*



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