

## 1. The Wardell Mastermind Group Program

### This program is for:

- Business owners that have been in business for a minimum of 2 years;
- With a least 2 employees
- With gross sales between \$400,000 and \$900,000 per year
- For example, a bakery café, a restaurant, a hair salon.

The Mastermind Group Program provides confidential group-learning opportunities for business owners around the world; you will work to implement the strategy, people and systems necessary to transform your business into a scalable, high-value organization.

The program is based on 12 months and the 12 topics are:

- Corporate mission
- Strategic objectives
- Key performance indicators
- Position outlines
- Systemization
- Hiring
- Employee reviews
- Compensation
- Target market profile
- Market position
- Budgeting
- Sales system

Meetings are conducted semi-monthly via video conference, with opportunities to meet in person occasionally as well. They are divided in three main sections:

- **PEER-TO-PEER SUPPORT:** You share important updates that affect your business at each meeting; You receive direct feedback from your peers and your business advisor to navigate challenges, seize opportunities, celebrate wins.
- **PRACTICAL EDUCATION:** Each meeting incorporates real-time work on key business activities designed to systemize your business: Corporate Mission, Strategic Objectives, Key Performance Indicators, Position Outlines, Systemization, Hiring, Employee reviews, Compensation, Target Market Profile, Market Position, Budgeting, Sales Systems.

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- **BUSINESS SPOTLIGHT:** Each meeting spotlights a singular member's business, giving you a platform to share a specific threat or opportunity that the group can help with, creating a unique learning opportunity for all.

### **As a group member, you are obliged to:**

- **CONFIDENTIALITY:** All members sign a confidentiality agreement before joining a group, as private or proprietary information will be shared; your business advisor signs one too.
- **HONESTY:** Be open and honest and expect the same from your fellow members; it can be hard but it makes the group work.
- **PARTICIPATION:** It is important to come to the meeting prepared and ready to participate.

All the meetings are offered in English or French, your preference. The Wardell books are available online, on different subjects: Leadership, Management, Marketing, Finance, Operations and Sales.

### **Benefits:**

- You meet and exchange with other owners from different backgrounds, that have also challenges, but no competition involved;
- You get to work on your challenges and opportunities;
- It is like your own board of directors, armed with practical, real-world solution;
- The program has a good structure: group meetings plus a one-on-one meeting with your business advisor; educational sessions with material in a confidential environment;
- It is more affordable than a one-on-one program because you share the advisor with 6 other business owners.