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Welcome to The synerFlow Academy, a 2-Day “work”shop designed to give you the tools you need to build a successful business. By the end of this “work”shop, you will have achieved more clarity, reduced stress, renewed passion and a concrete building block on which you can grow your business to new levels. You will have actually implemented most of the tools, exercises and ideas before you leave, which is the real power of The synerFlow Academy. Below is a “work”shop outline:

Module 1

positive reCall™ is an exercise designed to capture positive results and productivity that have occurred in your, the entrepreneur’s, life. It will also give you momentum for continual improvements to those positive results and productivity by articulating and verbalizing these successes with the group.

Module 2

Vision & Mission Building. The essence of Apple’s success in the consumer marketplace is their clear and powerful vision & the execution of that vision with easy to use products that are fun and stylish. Unfortunately, most entrepreneurs discount the power of a clear, powerful vision because they haven’t been taught how to capture the essence of one. Customers buy what they believe in, and your goal is to translate what you believe the customer so that the customer can understand exactly “why” they should buy from you. Ironically, the decision to buy comes from the emotional side of the brain - the area that deals with feeling, not thinking. Articulating a clear and powerful vision connects to the emotional part of the consumer’s brain. There is a pre-requisite exercise that needs to be completed prior to attending the “work”shop in order to better prepare for this module.

Module 3

Unlocking Strengths with KOLBE Wisdom. “Conation” was a term used by ancient philosophers to describe our instincts, but until recently, there was never a way to measure those instincts. Have you ever had a “gut” feeling about doing something a certain way? That’s conation in action, but society doesn’t rate a “gut” feeling the same

way as intellect. KOLBE wisdom (www.kolbe.com) is a discovery process that validates your unique method of accomplishing four *modes of operandi* - fact gathering; organization of systems; risk taking; and, implementation. Our trainer is certified as a KOLBE consultant and will help you understand what you already knew unconsciously about your talents. More importantly, you'll learn how to accomplish more with less time and stress using KOLBE wisdom.

Module 4

Task Mastery. One of the biggest loads of crap you'll ever hear is that you need to manage your time! Time exists no matter what you do to it. There are the same 24 hours in each day, and you can't do a damn thing about it! Stop trying to manage your time, and learn how to manage your "tasks". This module will help you identify and scrutinize tasks so that you can prioritize and delegate effectively. You're in business to do what you love. Task mastery will help you do what you love by leveraging your talents, passion and vision.

Module 5

The Purpose Page™. Planning is essential to growth, but most business plans are too long, difficult, and, once completed, great dust collectors! The Purpose Page™ will keep your life goals organized, concise and easy to read so that you can work with it whenever you want. Business should be about life, not business. Your business is designed as a piece of your life. The Purpose Page™ will record your vision, goals, projects, tasks, etc. into one page that keeps you on track.

Module 6

Customer Discovery. Another big myth that entrepreneurs have is thinking that just anybody is a potential customer. Remember, customers buy what they believe? So, why would you want a customer who believes something different with you to buy from you? This is often the reason for stress in your life - unsatisfied customers with unrealistic expectations from you! That's your fault though. You did not clearly set the expectations before committing to help that customer. With the customer discovery process, you'll identify and implement specific attributes that your best customers have so that you can better identify your ideal customer target in the future.

Module 7

The Sales Process. You will be guided and challenged to pick apart everything you do for your customers. You'll imagine both what the customer sees and what the customer cannot see, and you'll articulate that entire process until it's perfect! Once perfect, we'll dissect it again and make it even more perfect by adding value to various steps. Your sales process will be clear, powerful and capture exactly what your customers, regulators and you want!

Module 8

The Marketing Mind Map™. If you think you don't have enough work yet, than The Marketing Mind Map is for you! You will capture an entire year's worth of ideas and

concepts, so much so, that you'll be forced to choose only the best marketing initiatives for the next 12 months.

Module 9

The 12 Month Road Map™. This is a more detailed approach to planning that involves your 10 biggest 1 year goals and objectives which are broken down into quarterly milestones.

Module 10

Your Dashboard. What is not tracked cannot grow. Your dashboard module will help you identify the main areas of your business that should be tracked. You'll then design a strategy for creating and implementing this dashboard.

Module 11

CRM Implementation using PlanPlus Online™ with The synerFlow Academy's Real Estate Edition*. This is a sign up of CRM software for a 14 day FREE trial based on Franklin Covey's planning methodology, but customized for real estate. You will gain and overview of using the system for managing your tasks, goals and customers. You will implement your sales process along with a few customary fields so that you have a powerful platform that you can use on your next customer. This software becomes the engine of your business that is secure, compliant & liberates you from stress and chaos.

*There is no obligation for you to continue using PlanPlus Online. The synerFlow Academy is an authorized affiliate of this software, but only uses the software to demonstrate the power the integrating a sales process into a CRM, web-based platform. There is no credit card sign up and is completely FREE for 14 days, at which point will simply shut down should you choose not to continue with its subscription. All pricing for PlanPlus Online can be viewed at www.planplusonline.com