



THE
Icehouse^o



Business Owner Programme

This is a practical three-month programme for business owners, where you'll have the opportunity to learn new business skills, network and redesign your business for the future.

Designed
for business
owners with
turnover

\$1M-\$3M

Business Owner Programme

The Icehouse Business Owner Programme provides a unique learning environment for business owners, in three full days of learning, over three months. The programme will provide you with the tools, support, and connections to drive progress and create a better business.

Who is it for?

This is a practical three-month programme for business owners – where you'll have the opportunity to learn new business skills, network, and redesign your business for the future. The programme is designed for owners of businesses with revenue between \$1M and \$3M and staff three or more.

What is it?

Begin the programme by completing our Centrigrade™ online tool to learn about the strengths and opportunities for growth in your business.

Over three months you will attend three full-day workshops. These will be interactive sessions where you apply your learning to your business and share experience and ideas with other business owners.

In addition to the monthly workshops, you can meet with an Icehouse business coach for a focussed one on one session to boost progress of your Business Growth Plan for an additional fee.

What do I get?

- Deciding where your business will operate and how you will win in the future
- Driving growth from the top - Leadership, Mindset & Resilience
- Building a high performing team and culture in your business
- Transforming how your business wins sales and why customers choose you
- Generating growth through digital / social media channels
- Build a Business Growth Plan to keep you focussed

Your Programme Facilitator: Jamie Brock

Jamie is a Business Coach, and Programme Director for the Business Owner Programme, Emerging Leaders Programme and Sales Skills Workshop.

He works with a number of Icehouse customers, helping them to improve their business performance, and is an experienced senior executive, having led some of New Zealand's largest sales and marketing teams. He has owned several small businesses and been involved with successful start-ups locally and offshore.

Programme Dates - Auckland

Workshop 1: 15 August | Workshop 2: 12 September | Workshop 3: 24 October

4,000+

Kiwi Businesses worked with since 2001

80%

Alumni of The Icehouse report increased turnover

2.5x

Increased business growth for alumni vs average Kiwi business



"I want people out there, especially Māori and Pacifica, and women in business, to know that the Business Owner Programme can really affirm that what you are doing is brilliant – and also fill some important business gaps".

Ray Everest

Co-Founder of Future Focus, Business Owner Programme Alumni

What will be covered in this programme?



Action Plan

An actionable plan that will focus on business strategy



Step In The Right Direction

A broader outlook and a clear sense of direction and goals



Network Of Support

Accountability and support from working with other leaders



Learning For Good

A unique learning environment that enables implementation of skills in the business



Effective Leadership

New skills, frameworks and tools to become a more effective leader



1 on 1 Coaching Support

Support to implement the learnings from the programme into your business.