

icehouse
Grow smarter. Grow faster.



Business Owner Programme

A practical academy where you'll learn new business skills, network with fellow owners, and redesign your business for the future.

In partnership with



Business Owner Programme

The Icehouse Business Owner Programme provides a unique learning environment for owners of Kiwi businesses, which will provide you with the tools, support, and connections to drive progress and create a better business.

Who is this programme for?

The programme is designed for owners of businesses with annual revenue between \$1M and \$3M.

What will you get from this programme?

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

Throughout the programme, you'll cover:

- 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
- Understanding of accounting and finance principles
- Build a Business Growth Plan to keep you focussed

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

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.

Duration:

Three Days
Over Three Months

Format:

In-Person
Group Sessions

For:

Business Owners
& \$1M-3M Annual
Revenue



"My real area of growth has always been around numbers; growth and projection, sales processes and so on."

The Business Owner Programme was around having a process that allows you to discuss where the growth needs to come in that process – that was a really powerful one."

Ray Everest

Co-Founder of Future Focus

What will be covered in this programme?



Action Plan

An actionable plan that will focus on business strategy



Network Of Support

Accountability and support from working with other leaders



Effective Leadership

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



Step In The Right Direction

A broader outlook and a clear sense of direction and goals



Learning For Good

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



1 on 1 Coaching Support

Support to implement the learnings from the programme into your business