

A man and a woman are in a meeting, looking at a whiteboard. The man is pointing at the board with a marker. The whiteboard has several sticky notes on it. The background is a bright, modern office.

BOB[™]

BUSINESS

School

The Face of Modern Business

For early stage growth, scale-up
and established business from
all industry sectors



**WHAT IF YOU COULD GROW
YOUR BUSINESS AND IMPACT
YOUR INDUSTRY TO LEAVE YOUR
MARK ON THE WORLD?**

**BoB IS CHANGING THE WAY
MODERN BUSINESS OPERATES.
JOIN THE JOURNEY THAT WILL
EDUCATE AND INSPIRE YOU
TO FIND YOUR TRUE PURPOSE,
DISCOVER YOUR HIDDEN ASSET
AND BECOME THE FACE OF
MODERN BUSINESS.**

www.businessofbrand.com

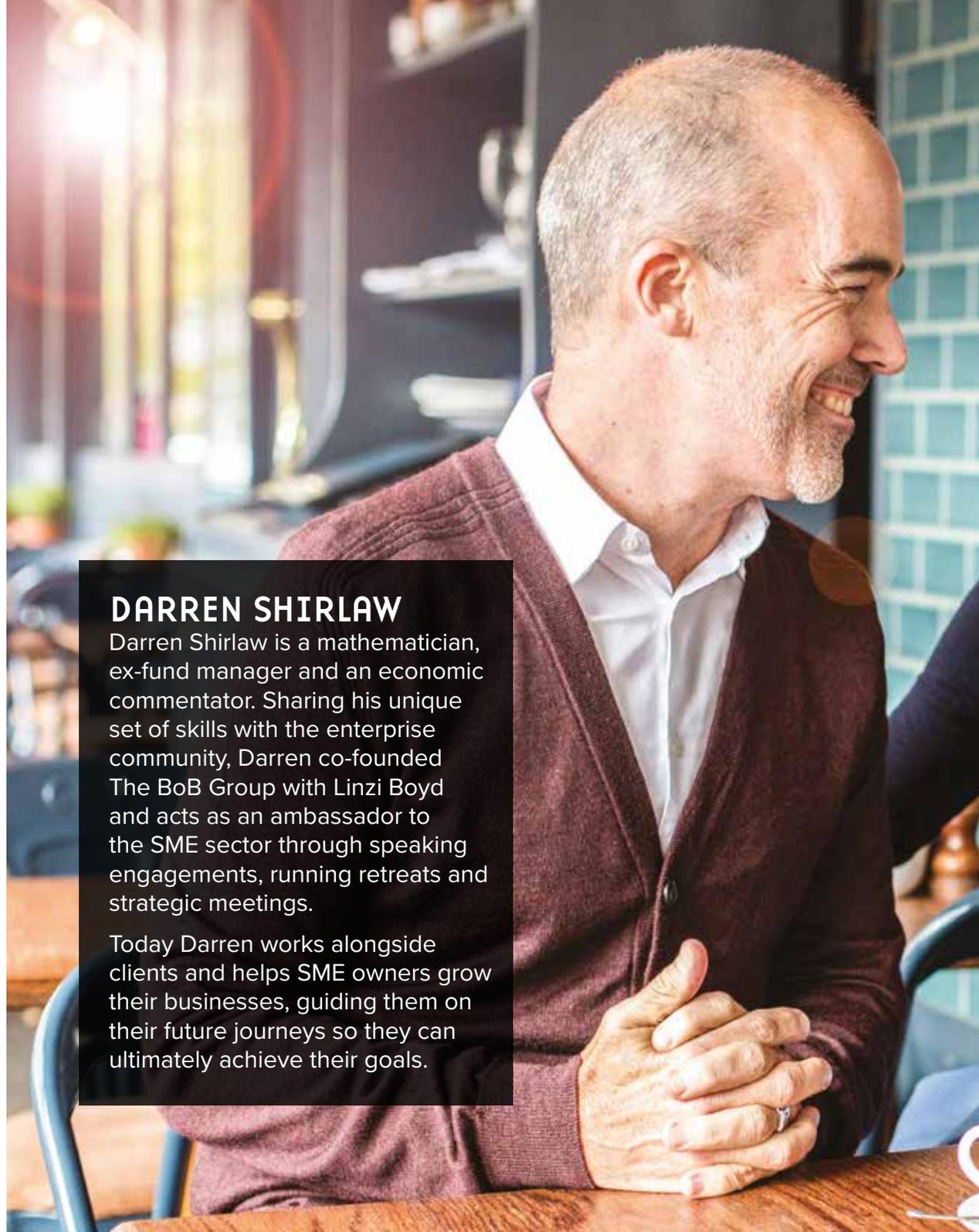
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Welcome to the Business of Brand

The Business of Brand (BoB) was born from a desire to build brands, grow businesses, impact industries and shift the world into a new era.

BoB was founded by Linzi Boyd and Darren Shirlaw, who brought together their expertise of growing famous brands and fund management. Together they created the BoB UP System, a unique methodology that teaches entrepreneurs how to design, build and activate a business strategy based on the foundation of their core brand assets. This exceptional process helps to build and empower businesses to positively impact their industries, and start to shift the world.



DARREN SHIRLAW

Darren Shirlaw is a mathematician, ex-fund manager and an economic commentator. Sharing his unique set of skills with the enterprise community, Darren co-founded The BoB Group with Linzi Boyd and acts as an ambassador to the SME sector through speaking engagements, running retreats and strategic meetings.

Today Darren works alongside clients and helps SME owners grow their businesses, guiding them on their future journeys so they can ultimately achieve their goals.

LINZI BOYD

Best-selling author and the woman behind building famous brands. Linzi Boyd is a serial entrepreneur, international speaker and Founder of The BoB Group. By age 24 Linzi had set up and sold two businesses. Her second company was sold to Caterpillar and her third business, Surgery, championed some of the most well-respected brands known today.

Linzi now works in the enterprise market, teaching entrepreneurs how to build a famous brand for bigger valuation and scale to impact in the world, changing the way modern business operates and creating the face of modern business.

**BOB TEACHES
ENTREPRENEURS HOW
TO CONCEIVE, BUILD,
AND IMPLEMENT A
GROWTH STRATEGY
MAXIMIZING PHYSICAL
AND NON-PHYSICAL
ASSETS.**

**CREATING A SHIFT IN
INDUSTRY – IS BETTER
UNDERSTOOD AS**

**DISRUPTING
INDUSTRY.**

What is Growth?

There are so many definitions of Growth - sales, revenue - others argue it is bottom line i.e. profit not top line growth i.e. revenue.

And then there are many quips out there “Top line is for show.....” others will argue that “cash is king”, while other businesses (especially in the day and age of the technology play) don’t care anything for bottom lines or top lines, growth to them is numbers of users, numbers of clients, the level of engagement of data, what they mean is growth is value in the assets and shareholder value.



SALES GROWTH

A business is focused on sales, they have spare capacity, spare resources, the cost base is locked in and they can manage more sales without more costs. “finding more customers to fill up my coffee shop” - it leads to sales and marketing focus and thus the focus is on “top line”.

MARGIN GROWTH

Is the focus on the bottom line, efficiency, cost management, pricing, quality, service, customer journeys. In theory the business has enough clients it now needs to make money - real money many owners find it difficult to focus on both at the same time - the top line and the bottom line.

STRATEGIC GROWTH

This is the value equation, how do you make the business grow in terms of value - shareholder value, assets, growth in size of operations.

We talk about Growth in so many ways.
How do we grow, what is growth truly about?
Is it financial, is it our people, is it our purpose?

How do I drive more sales through the door
today, or is real growth around increasing
margins tomorrow do I have a bigger plan for
what my future really looks like?

Growth - a mindset change...

Growth...

Today, tomorrow, and the future

BoB has developed an IP system to help business grow and build value for their business, today, tomorrow and the future.

The BoB School education programme teaches entrepreneur owners about building assets for fast growth and to increase value.



TODAY BUSINESSES

are not looking ahead - they are doing what they have always done. They simply create a product and sell to customers who want to buy today.



TOMORROW BUSINESSES

are looking ahead (but relatively short term) – they are looking for new ways of growing their business. They know they can't keep doing the same things and are looking for new ideas to shift the company up a gear.



FUTURE BUSINESSES

are clear on their big vision and big game. They go out to market telling their future story – with a focus on shifting an entire industry. Focusing on building a much bigger valuation, they instinctively understand the value in building an 'Asset' model for potential investors or purchasers.



Libra
Solidus
Dinarius

Find Your Purpose Shift Your Industry

What if you could grow your business and impact your industry to leave your mark on the world?

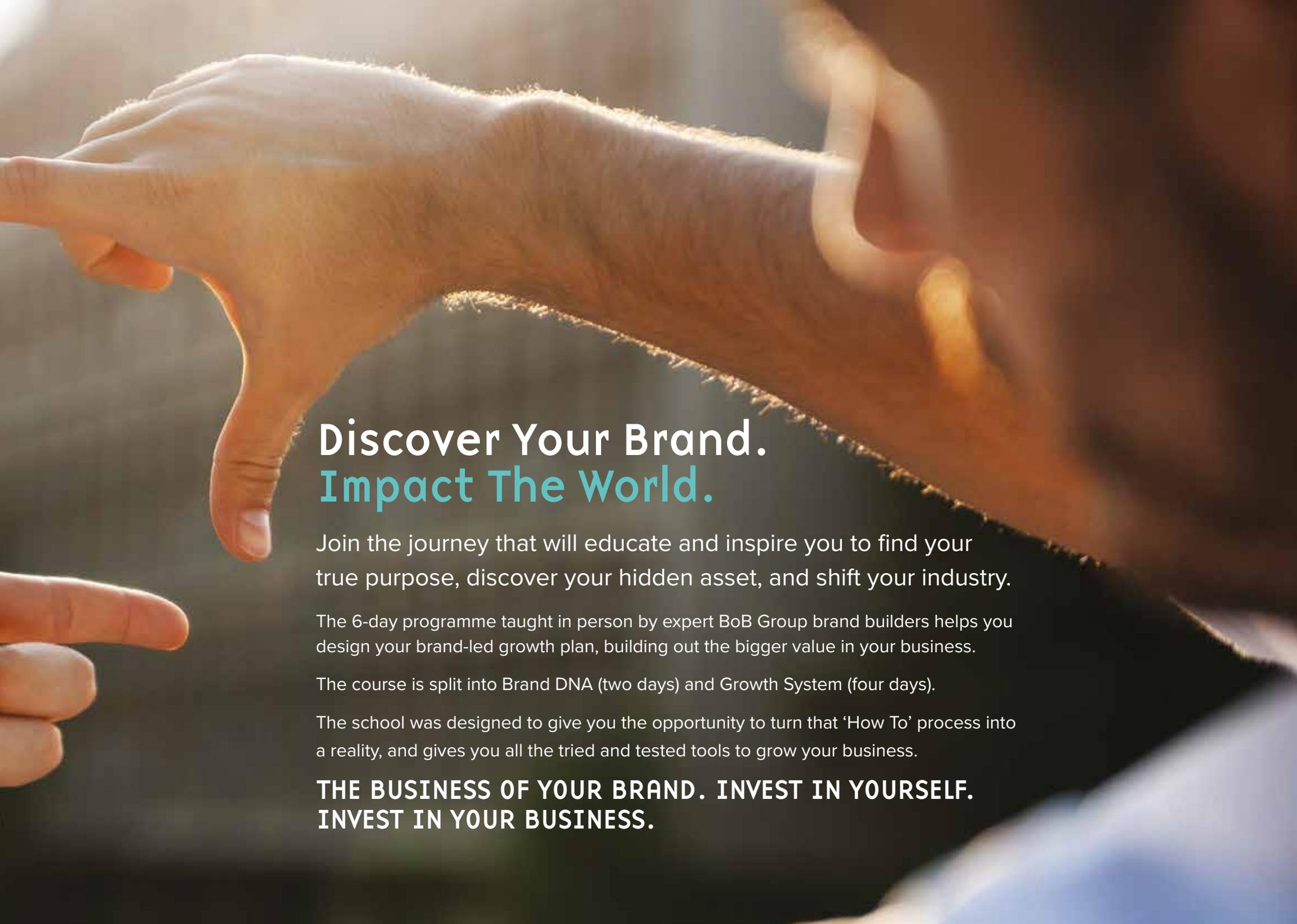
Through a series of schools hosted around the world BoB teaches businesses how to implement and activate the BoB UP System within their business. This distinctive and engaging program will remove the mystique of how to build-out your business from a brand perspective, drive awareness, and scale to grow.

You will leave with a renewed sense of purpose and clarity in what to do next and an understanding of how to build out your Growth System for short and long-term income and equity.

The Course is Built For:

Entrepreneurs • CEO's • Business Owners • Changemakers





Discover Your Brand. Impact The World.

Join the journey that will educate and inspire you to find your true purpose, discover your hidden asset, and shift your industry.

The 6-day programme taught in person by expert BoB Group brand builders helps you design your brand-led growth plan, building out the bigger value in your business.

The course is split into Brand DNA (two days) and Growth System (four days).

The school was designed to give you the opportunity to turn that 'How To' process into a reality, and gives you all the tried and tested tools to grow your business.

**THE BUSINESS OF YOUR BRAND. INVEST IN YOURSELF.
INVEST IN YOUR BUSINESS.**



BoB School Build Your Growth Plan

BoB School teaches you everything you need to know about how to build equity in your brand, achieve the uplift for scale, and create a higher valuation for your business.

Days 1-2:

Brand DNA

The two-day Brand DNA workshop gives you the top-down blueprint from which to build your business.

Day One

Brand

FIND YOUR BRAND ASSETS FOR GROWTH

We will help you:

- Define your vision for growth
- Identify what is the number that you're building your business value to for scale
- Understand how to grow your business from the top-down, brand-led as opposed to the bottom-up, sales-led
- Discover your industry gaps to be a market leader
- Identify the trends and patterns in your industry
- Understand how to make strategic brand choices
- Identify who you are talking to and who you need to talk to achieve your growth.

Day Two

Brand

ALIGN YOUR PURPOSE WITH PROFIT

We will help you:

- Define what you want to be known for
- Combine your commercial business with your purpose to build a self-sustaining business model
- Uncover your business core asset to become an asset-led growth company
- Identify what core asset of your business will drive your valuation in the future
- Outline what your business is today, tomorrow and in the future.

Days 3-6:

Growth System

The four-day Growth System workshop builds out your brand led growth plan.

Day Three

Brand

BUILD YOUR PERSONAL BRAND

We will help you:

- Learn how to turn your profile into an asset
- Decide where you want to play in the organisational structure to drive awareness
- Audit your Google fame - How are you showing up on and off-line?
- Craft your micro voice to align with the macro voice of the business
- Write out your personal DNA to build and activate your personal brand plan around.

Day Four

Product

DESIGN YOUR FULL PRODUCT SYSTEM FOR GROWTH

We will help you:

- Understand your 5 key pillars for growth
- Are you building your business on a need or a habit?
- Understand the emotional behaviour of the customer and how that ties in with sales
- Audit your business to understand the products and services you already have
- Design out the FULL integrated product Growth System around awareness, leverage and scale products.

Day Five

Channel

BUILD YOUR CHANNEL-LED GO-TO-MARKET PLAN

We will help you:

- Design your business to be brand-led and not sales-led
- Connect with your core brand asset and products Growth System to the channel system
- Audit the channels that you are selling through today
- Design a full channel plan around the SAVY system
- Prepare for distribution, leverage a hero channel to create three tiers of partnerships.

Day Six

Sales

DEFINE YOUR SALES TOOLS AND CAMPAIGNS

We will help you:

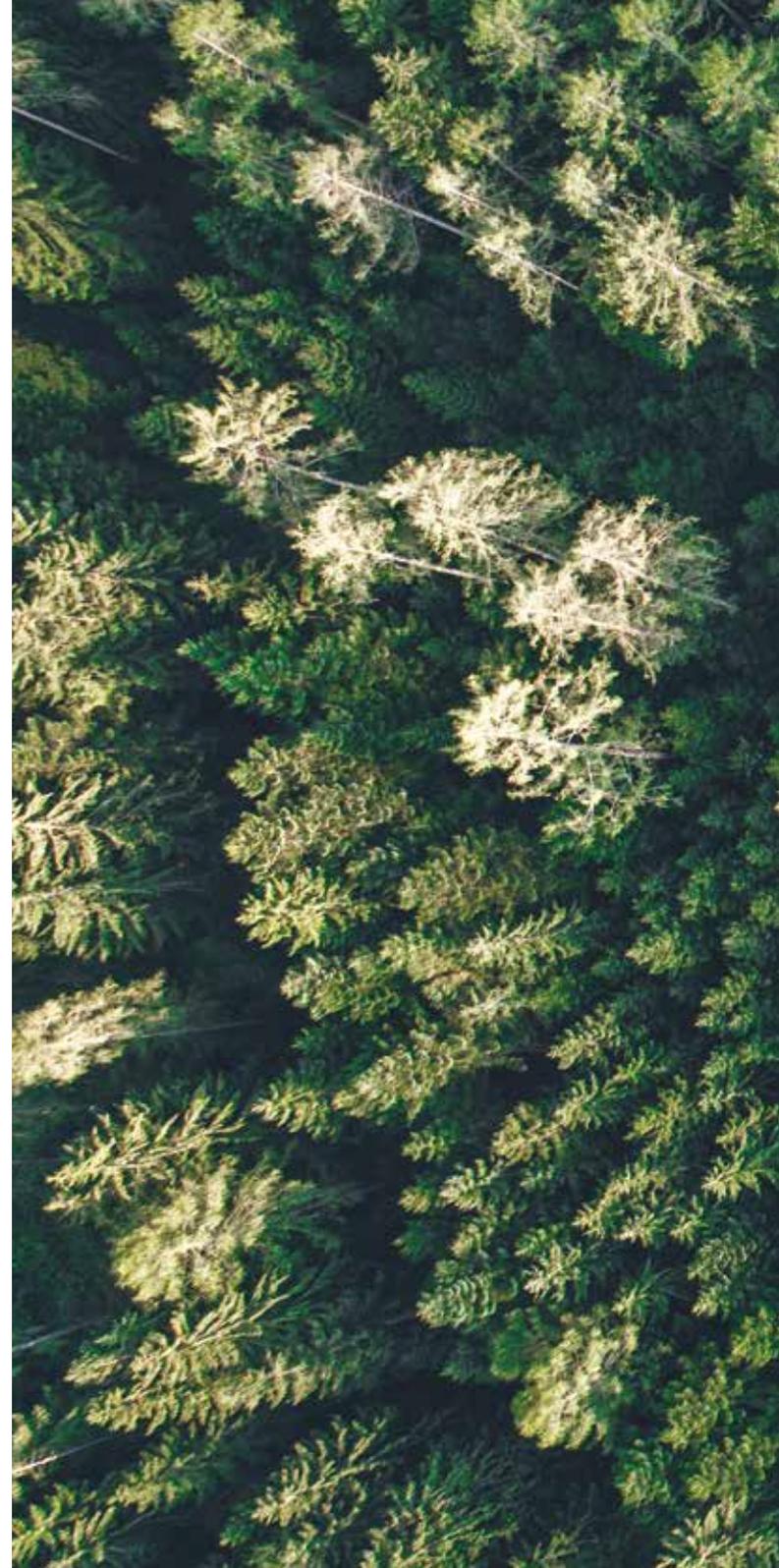
- Understand how to spike and maintain revenue growth for scale
- Shift from sales-led to brand-led campaigns
- Design your sales tools for growth - standard and bespoke
- Create your content around the sales system - BPASV
- Spike the awareness - design a campaign architecture for scale
- Create experience - around your brand and you.

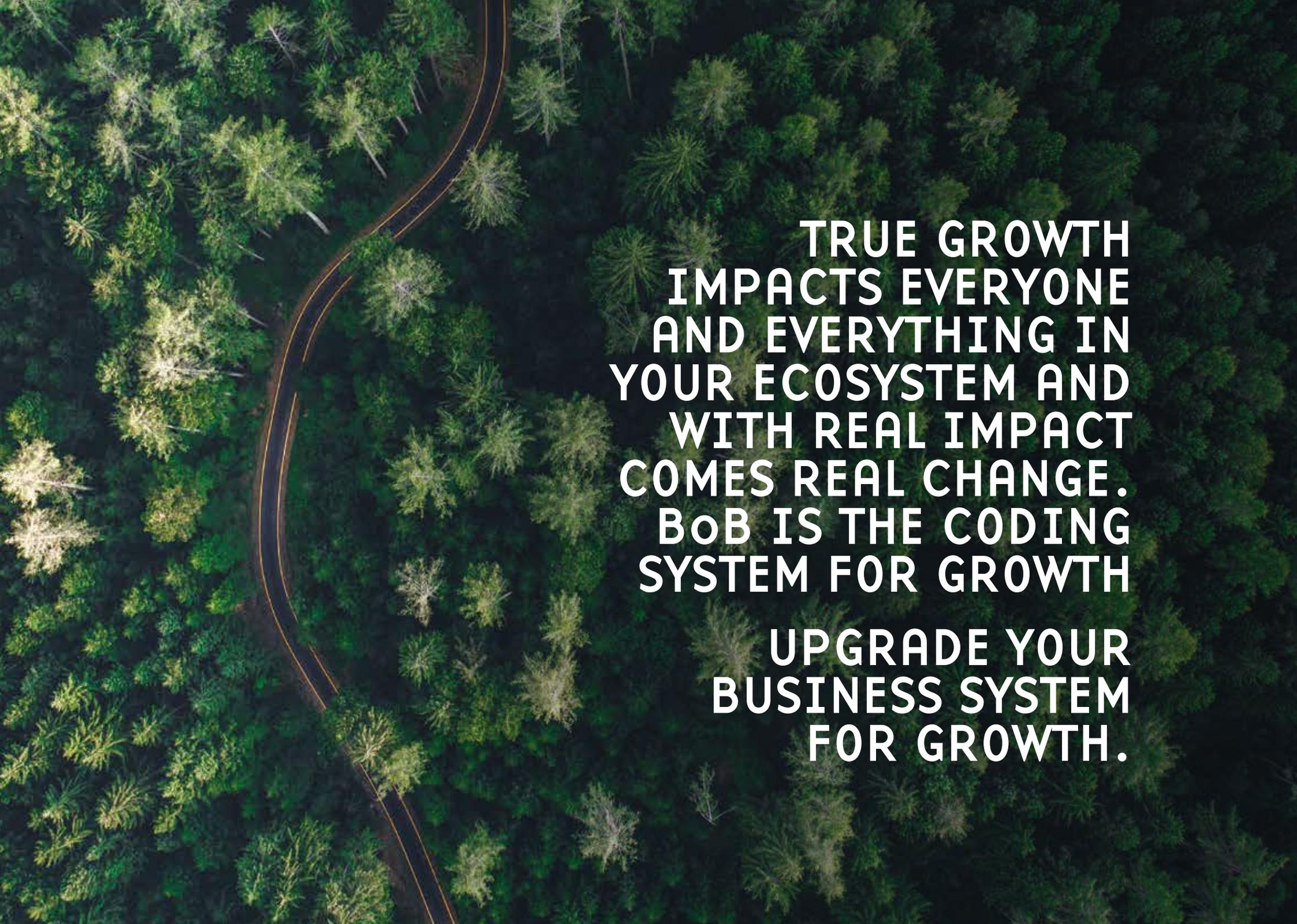
Are you ready to grow?

What you will leave with:

- A greater understanding of the value of brand
- Clarity on the difference between 'Brand' and 'Branding'
- Your personalised Brand DNA blueprint and an understanding of the hidden asset in your business
- Key actions to implement in your business to strengthen and differentiate your brand
- A go-to-market channel strategy to create a 'pull' in the market
- You will have crafted your micro voice that integrates with the macro voice of the Brand DNA
- You will have designed a fully integrated campaign sales system to spike revenue
- You will have designed a fully integrated Growth System that links to your asset.

“EVERYTHING YOU NEED TO KNOW, ABOUT STARTING AN ORGANISATION TO BUILDING IT UP, TAKING IT TO THE MARKET AND BEYOND- IS IN THIS COURSE”
TESSA GUY, FOUNDER OF IN MIND IN BODY



An aerial photograph of a dense forest with a winding road. The road is dark and curves through the trees, which are a mix of green and brownish-yellow. The text is overlaid on the right side of the image.

**TRUE GROWTH
IMPACTS EVERYONE
AND EVERYTHING IN
YOUR ECOSYSTEM AND
WITH REAL IMPACT
COMES REAL CHANGE.
BoB IS THE CODING
SYSTEM FOR GROWTH**

**UPGRADE YOUR
BUSINESS SYSTEM
FOR GROWTH.**



Build your brand • Grow your business • Impact your industry • Shift the world

Get in touch

If you would like to sign up for this course, please contact our team at

hello@thebob-group.com

Connect With Us

The BoB Group: www.businessofbrand.com **BoB Earth:** www.bobearth.com



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