



L&D Program Plan

SHOCK & RECOVERY PHASES						
9 Months Apr - Dec 2020						
	May-20	Jun-20	Jul-20	Sep-20	Oct-Nov20	Dec-20
Weeks	MODULE 1	MODULE 2	MODULE 3	MODULE 4	MODULE 5	MODULE 6
	AUDIT & NUMBERS	INNOVATION	GO-TO-MARKET	BRAND LADDER	ASSET STRUCTURES	SALES
1	Introduction	Introduction	Sales	Assets & Structures	Growth Teams	Sales Part 1: Channel Choices
2	Audit	Innovation & Pricing	Communication	Assets Part 2	Financial Modelling	Sales Part 2: 6x Sales
3	Numbers	Campaigning the Market Need	Strategy & Teams	Who the Emotional Journey	Decision Tools & Valuation	Show & Tell
4	Revenue System	Review	Campaign Strategy		Campaign 2	
5			Campaign 1		Campaign ROI	
6			Campaign ROI		Channel Dial	
7			Balance of Time		Summit	

Features of Modules 1 to 6

The content for this first 9 months of the L&D Program was created to map to the economy and what is happening in the world as it unfolded. We picked up a topic and drove that through the program in depth. These were the topics that required a mindset shift.

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REBUILD PHASE						
9 Months Jan - Sep 2021						
	Jan-Feb-21	Feb-Mar-21	Apr-May-21	May-Jun-21	Jul-21	Sep-21
Weeks	MODULE 7	MODULE 8	MODULE 9	MODULE 10	MODULE 11	MODULE 12
	REBUILD: MINDSET, DESIGN, ACTIVATION					
1	PLANNING	9 Boxes	Leadership	Capability	Scheduling	Numbers & Capacity
2	CAMPAIGN	ROI	Unite on Industry, Kick Start	Trends	Campaign the Need	Evaluate
3	TOPIC DEEP DIVE	Sales	Leadership	Community	Digital	Value
4	SPIRITUALITY	Input / Output	Beliefs	Inner self	Relationships	Manifest
5	TOPIC DEEP DIVE	Sales	Community	Partnerships	Digital	Value
						2031
						Summit
						Scale
						Creation
						Planning 2021-2031

Features of Modules 7 to 12

The L&D Program incorporates a 3-way learning approach including video content, live classes, and accountability to help embed the learnings. We are in this 'embedding phase' for the duration of the Rebuild phase and its essential to utilise your Accountability Group to drive deep into your business.

We will pick a theme and run it across the modules, repeating and layering to embed in week cycle, allowing for brain holiday breaks. A new theme of spirituality and leadership is introduced for this phase around how to release the energy for yourself and your business so you can be leaders. We'll be asking you to do a 'Show and Tell' in your Accountability Groups.

Note: The month of August is a Brain Holiday.