



DO WHAT YOU LOVE,  
LOVE WHAT YOU DO!

with the

THE INCREDIBLE LIFE PROGRAMME  
A powerful business and personal development  
programme for people who want outstanding results!



**Dashfield**



ARE YOU A BUSINESS OWNER, PROFESSIONAL SERVICE PROVIDER, OR SALES PROFESSIONAL?

DO YOU EXPERIENCE CHALLENGES WITH ONE OR MORE OF THE FOLLOWING AREAS?

- ▶ Lack of direction and control
- ▶ Constantly re-inventing the wheel
- ▶ Failing to attract and convert enough 'ideal' clients
- ▶ Swamped with daily 'stuff' and not doing enough of what you're good at
- ▶ Being under compensated

WOULDN'T YOU RATHER...?

- ▶ Create a clear and exciting future to step into?
- ▶ Let systems run your business instead of letting your business run you?
- ▶ Attract enough of the right clients who love what you do for them?
- ▶ Manage your time better so you do more of what you love?
- ▶ Receive the appropriate rewards for the effort you put in?

WHY CHOOSE A BUSINESS DEVELOPMENT PROGRAMME?

While we are unrivalled in terms of opportunity today the market place is also becoming increasingly competitive. More people are going into business because of the down-sizing of large organisations and because they want a greater sense of freedom. Products and services are becoming increasingly commoditised, due in large to the growth of the internet. Customers are more demanding and have higher expectations.

For these and many other reasons it is estimated that over 80% of small businesses seriously under-perform. Every day many highly skilled and honest people go out of business and many more fight for survival. What makes the difference is not only the ability to 'get the job done' but also getting good at the 'business side' of being in business.

WHAT DOES THIS MEAN?

Successful businesses and business people have certain definable characteristics. They are highly-motivated because they have a clear vision of the future and regularly focus on what they want to accomplish. They are optimistic and confident about the future. They realise that the world doesn't stand still and instead of burying their heads in the sand they are committed to change-even when the going gets tough. They recognise that change is an opportunity to grow and become even better. They are prepared to invest in themselves because they understand that to grow their business they must also grow their own skills, knowledge, and understanding.

## THE PROGRAMME

The Incredible Life Programme is your opportunity to come and spend time working on both your business and your life in a relaxed and informal setting. With the proven business coaching offered within the programme you will increase your knowledge and breakthrough to better results and more profits.

Isolation is a challenge for many business people and this programme brings you into a supportive environment where you can tap into the experience and expertise of other people just like you.

By the end of the programme you will be able to:

### **1. Create your business and personal vision so that it serves you and your life**

You will learn how to create a vision, set compelling goals, and begin to engineer your life around your priorities. By understanding what's important to you it will be far easier for you to make key decisions.

To plan your business you will use the unique and excellent 'One Page Business Plan' methodology, a system already being successfully used by thousands of progressive organisations. We will assist you in answering five key questions about your business

- ▶ What are we building?
- ▶ Why are we building it?
- ▶ What results will we measure?
- ▶ How will we build this business?
- ▶ What is the work to be done?

When you have a clear end in mind you can work back and build one step at a time. A builder would never begin a construction without a detailed plan so why would you go about constructing your businesses without first knowing what it looks like?

### **2. Manage your time more effectively**

It's so easy to get caught up in day-to-day 'stuff' without making any serious progress. You will learn the difference between working 'in' your business and working 'on' your business and how to structure your time so you are productive, making progress, and gaining an increasing amount of free time.

### **3. Develop your marketing message so it appeals to your target market**

There is a saying: 'If you try to be all things to all people you'll end up being nobody to everybody'. The problem is rarely a lack of potential clients – it's

becoming attractive to the people you want to serve. By learning to carefully craft your message and build enough of the right marketing processes you can create a sustainable and increasing momentum to your business.

Marketing is also about adding value to your existing client base so that they become truly delighted and are happy to recommend you. We will work on how to segment your client base and create systems to serve them even better.

#### **4. Convert more interest into paying business**

Many business people don't equate themselves with sales people but all businesses are sales operations. Learning to ethically, respectfully, and skilfully 'sell' is a core activity you and your team must learn if you are to gain the edge and make the most of the opportunities that come your way.

You will learn key influencing skills and how to use language in a way that motivates people, which will result in your business making more sales.

#### **5. Build the right team around you**

Even if you are a 'soloist' there will be many jobs related to your business that are best done by someone else. Does David Beckham clean the changing room? Does Tiger Woods mow the green? Of course not. They focus upon their own set of unique talents and let others do what they're good at. You will be encouraged to start building your business so that you spend more time doing what you're good at and enjoy rather than jobs that drain your energy and enthusiasm.

#### **6. Develop a healthy relationship with money**


Money, or lack of it, is a serious issue with many business owners. This can be for a number of reasons, which can include mixed associations with money, poor financial systems, and the under-valuing of your services.

We will help you create the right systems, and move towards creating long-term financial security through correctly managing the six key areas of your finances.

#### **7. Create a healthy balance between your business and your personal life**

We believe your business should be there to serve your life and not control or dominate it. True fulfilment comes from creating a synergy between all the different areas of your life so you feel energised and rejuvenated for work.

You will create a plan for your life so you experience a healthy balance and experience long term well-being.



In addition to these core elements you will also learn powerful, cutting-edge skills to help you grow personally and professionally. The coaching you'll receive draws on draws on Neuro-Linguistic Programming, coaching systems, and a broad range of other psychological and strategic tools. These successful systems have helped thousands of people all across the globe turn their dreams into reality.

## WHO SHOULD ATTEND?

This programme is suitable for:

- ▶ Owners of small businesses
- ▶ Professional service providers
- ▶ Professional sales people

This is a group setting so you must be comfortable working within a group and be prepared to share and contribute. In that way you will help create the kind of group dynamic that benefits everyone, including you.

## YOUR COMMITMENT

By committing to the programme you get the benefit of repetition and sustained focus rather than just a quick induction of new information, which you're unlikely to act upon.

This programme is not a 'quick fix' solution. It's not about someone else taking the work out of building your business because, ultimately, no-one can do it for you. But it is about intelligently and methodically taking one step at a time.

What the programme will do is help you to shorten the learning curve and assist you in avoiding costly and time-consuming mistakes. You will be exposed to a nourishing learning environment along with other people who want to build their businesses too. You will learn from them and they will learn from you and we actively encourage you to 'buddy-up', if that works for you.

Once you've committed we expect you to see the programme through so you get the best results. We will support you all the way and understand that you may not agree with all we have to say. We believe in an open and honest atmosphere and that we all have things to learn.

If, due to holiday or unforeseen circumstances, you miss a session an opportunity to make it up on a later programme will be given to you.

## THE STRUCTURE

This programme is a one year programme delivered by four, one-day workshops, spaced approximately ninety days apart.

### **Why a year?**

Successful people have successful habits and unsuccessful people have unsuccessful habits. Growing your business is ultimately about behaviour change.

Changing your business doesn't happen overnight. It takes time, which is a scientific fact. Research conducted by Prosci with more than 1000 organisations in 59 countries shows that people must go through five stages for change to be successfully realised

<b>Awareness</b>	- of why the change is needed
<b>Desire</b>	- to support and participate in the change
<b>Knowledge</b>	- how to change
<b>Ability</b>	- to implement new skills and behaviours
<b>Reinforcement</b>	- to sustain the change

## YOUR INVESTMENT

Membership of the programme will be payable by 12 monthly standing order payments of £97.00 per month (plus VAT). Total £113.98.

### What's included in your investment?

- ▶ All the scheduled workshops.
- ▶ Full course material. This consists of detailed notes on each course area, which you can add to during the programme.
- ▶ Unlimited email support during the programme. You can ask questions and use us as a sounding board.
- ▶ The opportunity to network with like-minded people who are also keen to grow their businesses.
- ▶ Recommendations to other tried-and-tested materials such as books, audio programmes and live events.

## TO BOOK YOUR PLACE

Please complete and forward the booking form to us as soon as possible.

## YOUR COACH

The programme is primarily delivered by John Dashfield.

John has been a business owner since 1991, including a successful sales career for a national company. His passion is helping people to develop both professionally and personally.

John uses his ability to build rapport and connect with people to deliver his powerful messages with humour and his own unique style. His training in Neuro-Linguistic programming (Master Practitioner, Society of NLP) and coaching (Certified Coach with Distinction, Coaching Academy) allows him to take people beyond just learning information to really understanding their own and other people's motivations, beliefs and psychological processes.



## TESTIMONIALS

*"I have found John to be highly knowledgeable, sincere and trustworthy and as a result of John's recommendations my business is growing more profitable and is a much more fun place to be as a result. I enjoy a good working relationship with John and I would have no hesitation in recommending him to you today."*

**Chris Whitehead, Whitehead Financial Planning Ltd**

*"I'd always been quite suspicious of the whole "business coaching" ideology but I took a chance on Dashfield and immediately all my suspicions were quashed. My coaching sessions with John are always informative, relaxing, inspirational and above all motivational. John's coaching techniques have allowed me to think "outside the box" with regards to business and as a result I've benefited without any shadow of a doubt on a business and personal level."*

**Danun Todd, Director**

*"John knows how to 'hit the nail on the head' about problems, especially with a creative business like mine. Since our first meeting he has rejuvenated the strengths and ambitions of my daily working life."*

**Jakob Kaye, MD Antenna Studios**

*"Refreshing approach to business based on simple common sense ideas and principles. Lifts one out of the incremental, data driven, day to day drudgery in which we all too often find ourselves mired....helps maintain focus on the big picture."*

**D O'Connell CPC**



BOOK YOUR PLACE NOW!

Please book me on The Incredible Life Programme.

**Your name**

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**Position**

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**Business name**

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**Address**

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**Postcode**

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**Phone**

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**Mobile**

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**Email**

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