

NEXT-LEVEL GROWTH PROGRAM

25eight recognises that there isn't a one size fits all approach to business and that most formal business education focuses on larger enterprise. Having worked with tens of thousands of Startups and SMEs in 10 years as well as conducting extensive R&D for the last three years, 25eight have identified commonalities in the challenges that need to be overcome in order for a business to reach the next stage of their growth.

25eight's proprietary diagnostic tool helps pinpoint what the business needs to do to grow regardless of its age or industry. The Next-Level Growth Program aims to identify this area for each participating business and help them create a plan of action to overcome it.

Working incrementally, they will build their knowledge, complete activities, review and refine based on feedback and new information.

The outcome. A truly bespoke growth plan for their business, an increase in their business knowledge and skills and a shift in the way that they work 'on' their business.

Working as part of a cohort over a period of time also brings additional benefits. A sense of community, an increase in confidence, synergistic partnerships and opportunities to support each other.



IN-PERSON KICK-OFF SESSION



City of Whittlesea to confirm
Venue

This brings the community together to create connections with fellow participants, Council and be inspired and intrinsically motivated to complete the program.



Detail:

- Introductory session to connect each participant to each other, Council & 25eight
- Everyone has a chance to introduce themselves and their business and why they are there
- Set goals for the program
- Be onboarded to the online platform
- Demonstration of the diagnostic
- Deepen their understanding of how the program works and their commitment each week
- Connect with a 'study buddy'

DIAGNOSTIC



25eight has a number of proprietary diagnostic tools that help to pinpoint areas of strength and weakness in business management and gaps in leadership knowledge and skills.

Participants will complete a diagnostic focused on the development of a growth plan for them to action to help their business reach the next stage.

Details:

- Participants will navigate to an online platform where the diagnostic tool is housed
- They will answer a series of questions that change dependent on previous answers
- The results of the diagnostic determine the recommended education to complete
- A further assessment is completed at the end of the program to show progress



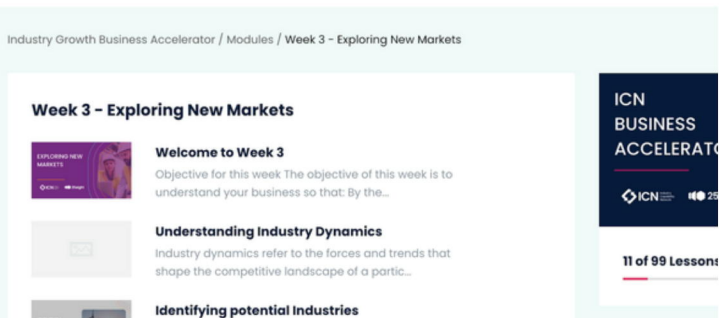
PERSONALISED EDUCATION

25eight has developed the platform 25eight Academy to provide tailored and relevant education for small and medium business leaders. Easy to navigate content in bite sized chunks helps leaders navigate quickly through the required learning and activities.

Developed by academics to ensure what it learned, sticks



Dashboard



Activities:

- Four of the eight weeks will focus on upskilling the business leaders based on their diagnostic results
- The final four of the eight weeks will focus on the development of a growth plan for their business
- Each participant will have an individual log in to the platform
- Participants will have a further 12 months post-program to access the education
- Participants will have ongoing access to the online community forum



LIVE SESSIONS

Complimenting the online learning will be regularly schedule live sessions to bring the cohort of participants together to share their experiences and further connect with and learn from each other.

Details:

- Scheduled live sessions (Week 2, 5 and 8)
- Opportunity to share experiences, get further instruction and learn from each other.
- Hosted ' option for all the group to attend in person and connect as a group -

1:1 BUSINESS COACHING & MENTORING

05

Details:

- Business coach/mentor has access to the online activities the participant has completed including the diagnostic and education
- Participant is able to book into the session using a calendar system that means they can find a time that works with their schedule
- The time with the coach/mentor is maximised to focus on the exact activities needed to reach the growth outcome based on the diagnostic and completed activities
- The coach/mentor can provide additional guidance, advise and support as necessary..

To finalise their growth plan based on their learnings over the eight weeks and to ensure that they get the best outcome for their business, each participant will meet with Sam Hurley for a 1:1 Business Coaching session.

The session is maximised due to the preparation the participant has completed during the session and so the full session can be dedicated to optimising their plan.

Whilst we highly recommend including this option for the program, we have proposed a second option without the 1:1 sessions to reach more participants.

