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CAMBITION  
BUSINESS  
GUIDANCE



*'where businesses go to grow'*

# What we do

At CAMBITION Business Guidance we specialise in *making you and your business better*.

For example, do you suffer from the following:

- Are you working long hours for less reward than you deserve?
- Are you tired of dealing with difficult business challenges?
- Do you want more quality time for friends, family & holidays?
- Do you want to discover the secrets to making your business even more successful?
- *Then claim your FREE One-to-One Business Growth Session by contacting us, today.*

# What we do

We offer two core services, the first being a *12 month Group Business Growth Programme*, and the second being more focussed *One-To-One Business Guidance*.

Madeleine Morgan, the CAMBITION Business Guidance Programme Leader, is both qualified and experienced to empower you, as a leader of small business, with the tools and mind-set to achieve your business and personal goals.

With a tried and tested method, the CAMBITION Business Guidance Growth Programme is swiftly becoming the 'go-to' solution for SME's across Cambridgeshire, Essex, Hertfordshire and beyond.

# Introducing the *Business Growth Programme*

The group based (8 people per group) *Business Growth Programme* consists of the following:

<p>MONTH 1</p> <p>Your Business – SWOT Analysis &amp; Setting Your Goals</p>	<p>MONTH 2</p> <p>Your People – How to Create Your 'Dream Team'</p>	<p>MONTH 3</p> <p>Your Time Management – How to Stop Being Too Busy &amp; Start Being Time-Rich</p>	<p>MONTH 4</p> <p>Your Finances – How to Generate More Wealth More Easily</p>	<p>MONTH 5</p> <p>Your Lead Generation – How to Get More Prospects More Easily</p>	<p>MONTH 6</p> <p>Your Marketing Plan Template</p>
<p>MONTH 7</p> <p>Your Sales – How to Get More Sales More Easily, at Profitable Prices</p>	<p>MONTH 8</p> <p>Your Sales Meeting (Presentation)</p>	<p>MONTH 9</p> <p>Closing Your Sale</p>	<p>MONTH 10</p> <p>Your Customer Service – How to Turn Your Customers into Raving Fans</p>	<p>MONTH 11</p> <p>Future Proofing Your Life &amp; Business</p>	<p>MONTH 12</p> <p>Your Life &amp; Business Momentum Plan Template – Thinking Beyond Tomorrow</p>

# Business Growth Programme Knowledge Binder



All Growth Programme students will gain, upon enrolment, a complementary *Knowledge Binder*.

Featuring all of the course elements, user-friendly templates and other reference materials, the *Knowledge Binder* will be your 'go-to' business-growth resource, to keep beyond the completion of the course.

It's full of valuable tips, strategies and practical business guidance you can use straightaway, and keep using in the future, to help you create the business you want.

# The Business Growth Programme Sessions

You'll be *one of a maximum of eight business owners* who have been experiencing the same challenges and feelings as you. You'll all be looking to change your thinking, discover new skills and be prepared to take action to get new results.

- There's plenty of time for supportive and thought provoking discovery, learning and discussion.
- You'll leave your four hour monthly workshop equipped with a motivating personal action plan - Perfect for instant results.
- You'll also have a Knowledge Binder to help you recall and review your key learning points from the session.
- There will be refreshments when you arrive and during the workshop breaks.

# The Business Growth Programme Location



*Duxford Officers' Mess* is a recently renovated business centre, conveniently located near to the M11 and only a short distance from the city of Cambridge.

The site offers a large multi-purpose meeting area with a small restaurant, spacious and quiet meeting spaces and ample (FREE) car parking.

See the full website and location here: [Duxford Mantle](#)

# What our clients say about us



Ben Creasy, Business Owner, Zion Landscapes Limited.

*"Since starting the programme I have been able to take my longest holiday from work. This was not just an achievement in itself but also a massive success for my staff as they were encouraged and committed to do their own problem solving. This not only showed me what they were capable of but also gave me a new confidence to push my business further."*



Sarah Decent, Business Owner, Modish.

*"I Just wanted to let you know how much I appreciated your help. Not only have I gone from 'Arrrggghhhh' to 'Ah ha' about my goal of making my website more profitable (that I've been putting off since mid October) I've looked at what was stopping me (procrastination due to it scaring the hell out of me (!) plus lack of expertise)."*



# What our clients say about us



Tim Law, Business Owner, Cloudy2Clear.

*"Since attending the Cambition Business Guidance Business Growth Programme my business has been transformed. Madeleine Morgan and Tim Gale are both excellent, highly professional and knowledgeable, sharing their detailed knowledge and experience in an inventive and clever way. Just to say thanks for my last 2 months being record ones and the current quarter."*



Jane Johnson, Business Owner, ETCM.

*"Madeleine really cares about your business and really wants you to become the great person that you are meant to be. This also means she can also spot when you are avoiding the success you desire. Madeleine has a wonderful way of helping you to realise your challenges without pointing the finger of shame. Working with Madeleine is like flowing along a river that wants to reach the sea."*

# Who we are



**MADELEINE MORGAN**

Programme Leader



**TIM GALE**

Course Facilitator



**PAUL DALLYWATER**

Course Facilitator

## Who we are ▪ *Madeleine Morgan*



*"I have been coaching business owners and managers to achieve their personal and business goals for 16 years. I trained with Peter Thomson, inspirational millionaire and business guru. Peter once told me a story that inspired me:*

*It was about a farmer who farmed in a region where there was a terrible drought. The earth became parched, dry and infertile. Reluctantly the farmer decided to sell his land and go and find work in the city. As you can imagine he had to give up the land for a song.*

*Five years later the farmer's curiosity got the better of him and he returned to his former land to find out what had happened since he had been away. He was amazed to see that the buyer had become a very wealthy man. When the farmer asked the buyer how he had made his fortune, the buyer said, 'I hired a land developer and he found diamonds hidden in the land!' If only the farmer had known about the hidden wealth in his land!*

*That's what I do. I'm that developer helping business owners find hidden diamonds in their businesses, and in themselves, so that they can enjoy wealthy and fulfilling lives."*

## Who we are ■ *Tim Gale*



*"I spent 5 years in direct sales with International Market Leaders. Here I discovered I had a natural talent for selling and was really successful at exceeding my sales targets. But... I didn't like the high pressure sales tactics the company wanted me to use sometimes.*

*So I branched out and became the owner of several small businesses which I learned how to build, manage and sell in my own authentic and ethical way. Clients enjoyed doing business with us. One of my businesses was a failing franchise cleaning company when I took it over. I learned a lot of hard lessons about being in business and made plenty of mistakes at first. But for most of the 10 years I was a partner it was consistently in the top 3 in a network of over 100 businesses in the UK.*

*Other business owners started to seek my advice on sales and other business growth issues. They started telling me that I should do this full time and eventually I listened. After a long business career, I realised that my real passion lies with using my sales skills and business experience to help owners of small businesses and sole traders like you create the businesses you dreamed of when you first made your exciting entrepreneurial plans."*

## Who we are ■ *Paul Dallywater*



*"I love to assist and empower people with the vision and mission to get their businesses moving. Whether your organisation is already trading, or you have a wonderful idea that could form the premise for a new and exciting business, it is my passion and commitment to add value and to demystify the often complex world of business management, delivering innovative business strategies which transform vision into material success and achieve real company growth.*

*My passion is to inspire continual improvement, quality and team development, with a glowing record of success. I combine commercial acumen with analytical skills to upgrade and transform businesses using new technologies and ideas. Furthermore, I have a particular specialism in assisting newly formed start-ups with robust and effective development management, often including the sourcing of funds or other financial support (seed-funding).*

*My career in business has encompassed a variety of organisations in the US, UK and other parts of the world, taking in several industries, spanning a 35 year career. I have partnered with the CAMBITION Business Guidance programme as, in conjunction with Madeleine and Tim, I see the real value and time honoured experience that can be passed on to the entrepreneurs and business leaders of tomorrow."*

# FREE One-To-One Business Growth Session



FREE

At CAMBITION Business Guidance, we want to personalise our service to your specific needs. Therefore we invite you to a *FREE One-To-One Business Growth Session*, with the Programme Leader, Madeleine Morgan, where we'll talk about what's important to you and your business.

You'll go away with unbiased advice and at least *5 new strategies for growing your business* in ways that gives you the lifestyle you want.

Remember, the sooner you book your FREE Business Growth Session, *the quicker your business frustrations will disappear.*

*"I recently had a FREE Business Growth Session with Madeleine, and I was blown away by how valuable it was."*

*Melina Abbott, Business Owner*

Book your FREE Business Growth Session, *today*.

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