



# **BOOTCAMP** Agenda

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## Agenda Day 1:

8:30 – 11:00	Introduction and “The Business Growth Process”
11:00 – 11:15	Coffee Break
11:15 – 13:00	“42 Business Principles” part 1
13:00 – 14:00	Lunch
14:00 – 16:00	“42 Marketing Principles” part 2
16:00 – 16:15	Coffee Break
16:15 – 17:30	USP and Positioning
17:30 – 18:30	First 15 seconds

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## Agenda Day 2:

8:30 – 10:30	“13 Critical questions customers ask before they buy” - workshop
10:30 – 10:45	Coffee Break
10:45 – 13:00	The 7 Quantum Keys and Building your own strategies for each
13:00 – 14:00	Lunch
14:00 – 15:30	Creating your own Action Plan – part 1
15:30 – 18:30	Creating your own Action Plan – part 2
18:30	Finish (prize giving)