

10X STRATEGY

Being a magnet for sales, at scale

NEXT YOU
YOUR TEAM
YOUR BUSINESS

www.10X-e.com

VUMELA
Enterprise Development Fund

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edge
GROWTH

10X STRATEGY OVERVIEW

The single biggest delusion in business is that you can grow a valuable business without true **FOCUS**.

Apple's philosophy:

*We are the **most focused** company that I know of or have read of or have any knowledge of. **We say no to good ideas every day. We say no to great ideas** in order to keep the amount of things we focus on very small in number so that we can **put enormous energy behind the ones we do choose.***

Tim Cook, CEO of Apple

Businesses that scale by 10X start by delighting customers. They are sales magnets because they are remarkable. That's the outcome of a winning strategy: a repeatable formula to be remarkable. If you are not remarkable, your strategy needs work before you can 10X your business!

Our 1-day Boot Camp will give you the winning growth strategies designed specifically for early stage, fast growing companies. You'll also have the opportunity to learn from experienced strategists who focus on early stage scale ups.

Come get the strategy tools to be remarkable, delight customers, and 10X your business.



BOOT CAMP OBJECTIVE

Learn the practical toolkit for formulating a winning strategy to 10X a business.

FACILITATOR

JASON GOLDBERG

Entrepreneur, Investor, Scale Up Strategist and Scale Up CEO
Partner



BOOT CAMP FOCUS AREAS

- The essence of growth strategy
- How good and bad strategy play out in the practical day-to-day experience of running your business;
- The 10 Elements of 10X Strategy
- How to position yourself to dominate your market
- How to build a coherent strategy to win, at scale
- Tools to formulate your 10X Strategy
- The Lean Strategy process: how to do great strategy in the real world of building a business
- 10X Strategy hacks: how to do great strategy, on the cheap, in a Scale Up context



WHO SHOULD ATTEND?

CEO's and senior executives in early stage and growing businesses which face some or most of these symptoms:

- The business is feeling more and more frenetic;
- Balls are dropping;
- We fight too many fires caused by poor planning, coordination, or communication;
- It's becoming hard to get everybody pulling in the same direction
- Departments are 'missing each other' / coordination is poor
- Investors and Board members in early stage and growing businesses

DATE

15 March 2018

DURATION

$\frac{3}{4}$ day: 10am – 6pm

FEE

R5,500 (exc VAT)

DISCOUNT

Bring 3 for the price of 2

30% discount for referring Founders of other ventures

LOCATION

Venue: The Focus Rooms

Area: Sunninghill, Johannesburg

MORE INFO

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