

“Wisdom of Hindsight”

Business webinar series

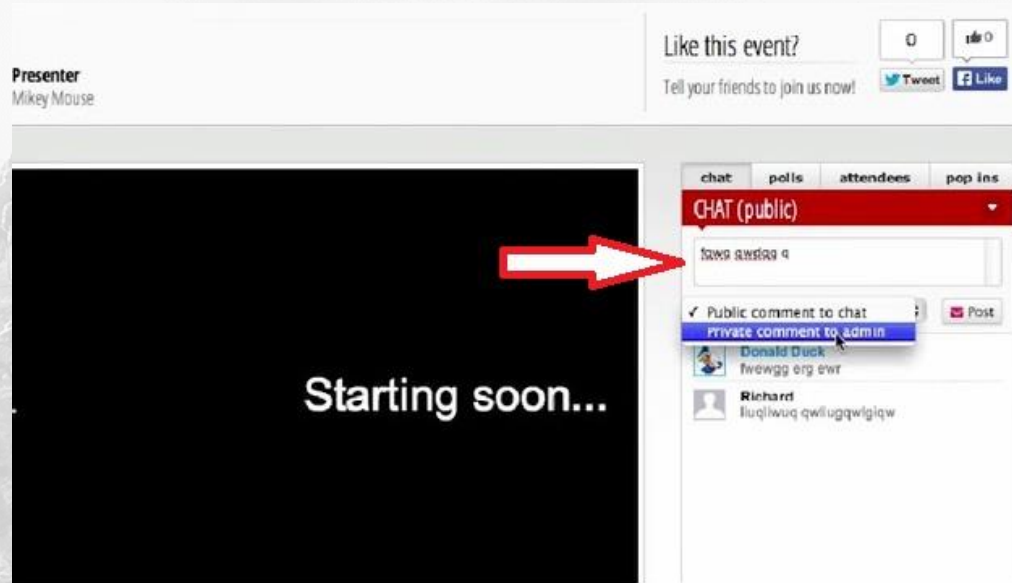
C.U.S.P. Business Model

Presenters: Rob Chiarolli and Paul Thewlis



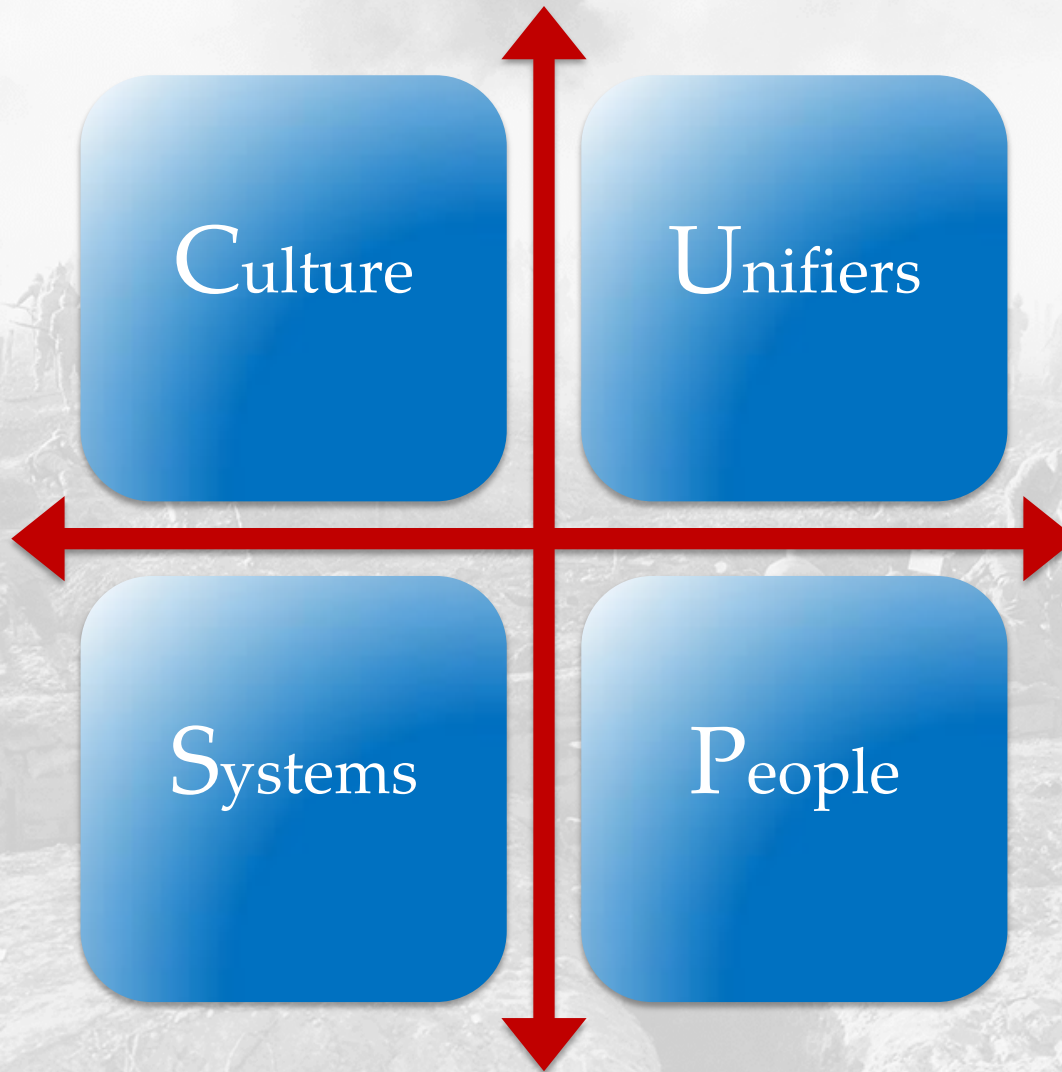
Housekeeping

- To ask a question, simply click in the Chat window

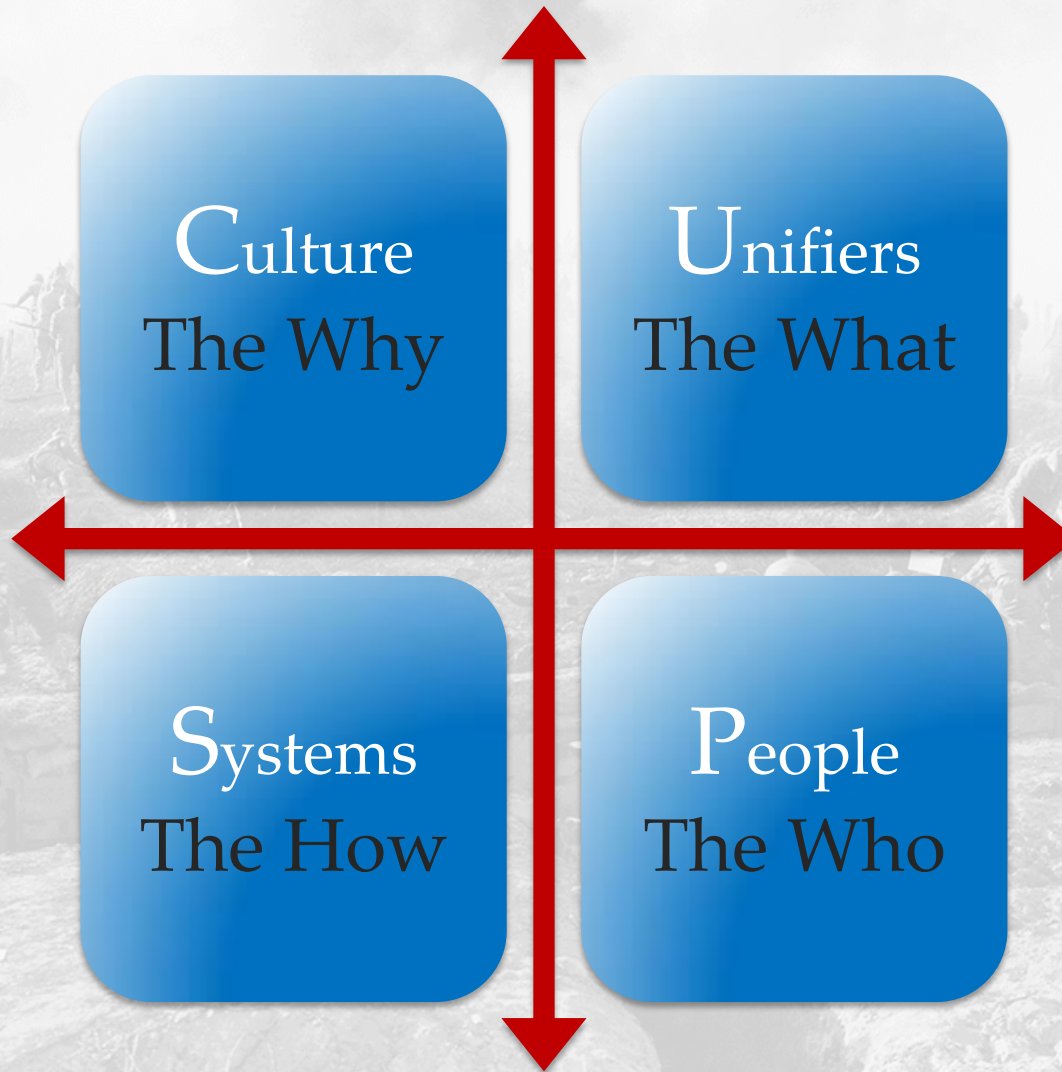


- Replay available after the webinar
- Slides will be made available, so enjoy the content and simply jot down your action items

C.U.S.P. Business Model



C.U.S.P. Business Model





**"Today I will do what others won't,
so tomorrow I can accomplish what others can't."**

**-- Jerry Rice,
San Francisco 49er
Wide Receiver, NFL Football Player**

CUSP Business Model



Culture
The Why



C.U.S.P. Business Model

Culture The Why

- Mission Statement
- Vision Statement
- Values – personal and business
- Culture
 - “Elevator speech”

C.U.S.P. Business Model



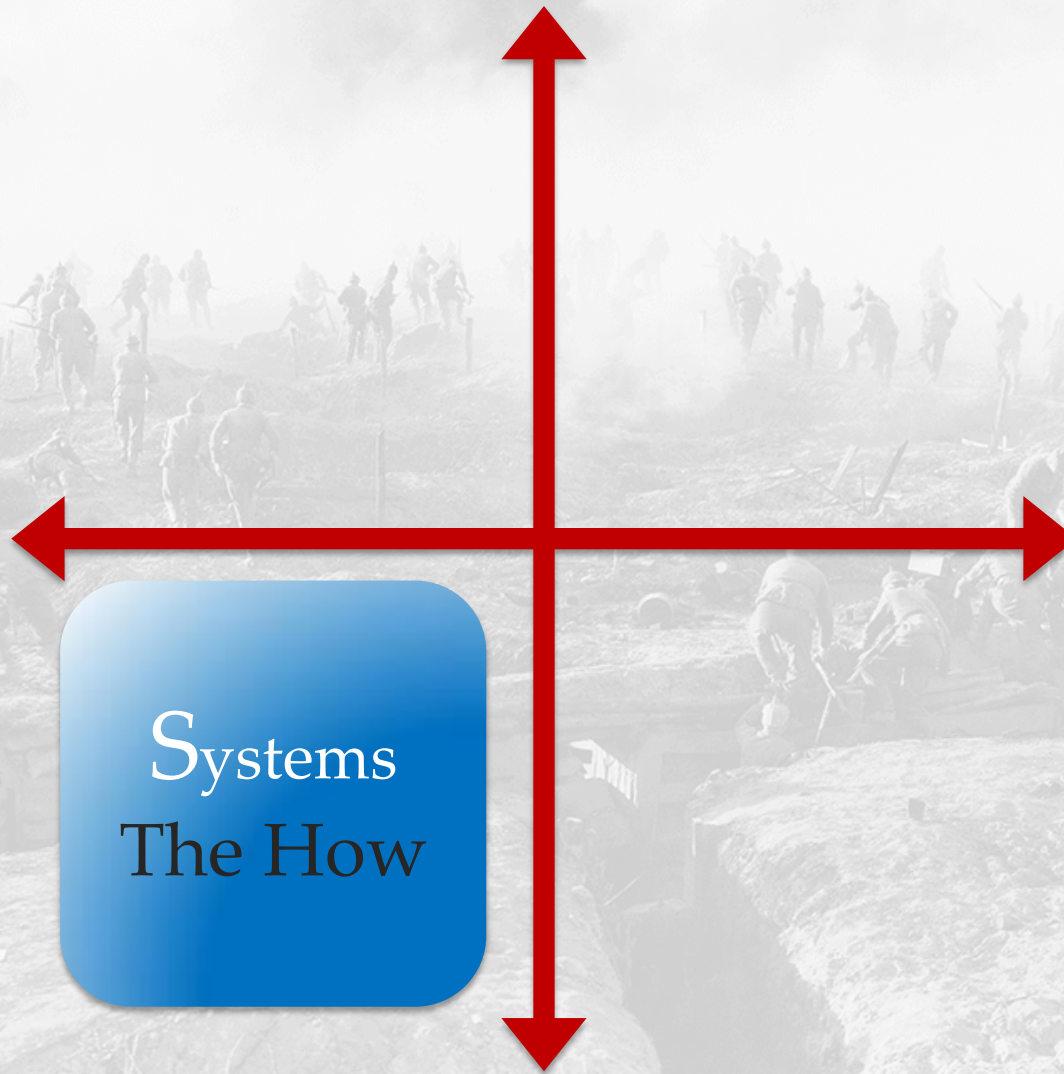
Unifiers
The What

C.U.S.P. Business Model

- SWOT Analysis
 - Differentiators –
USPs
 - Niche
 - Ideal Client
- CSFs and Strategies
- Goals
- Benchmarks and KPIs

Unifiers
The What

C.U.S.P. Business Model



C.U.S.P. Business Model

Systems The How

- **Marketing Planning System**

- Sales System
 - ✓ Order process
 - ✓ Phone process
 - ✓ Customer service
- Social and Digital Media System
 - ✓ Lead generation(offline and online)
 - ✓ Website and Social Media
 - ✓ CRM
 - Client capture
 - Client lists
- Product Promotions and Advertising
- PR – Profile enhancement

- **Financial System**

- Revenue reporting
- Costs and Cash reporting
- BAS and Tax compliance

- **Operations System**

- HR and Organisational Development
- Health and Safety
- Legal
- Technology

C.U.S.P. Business Model



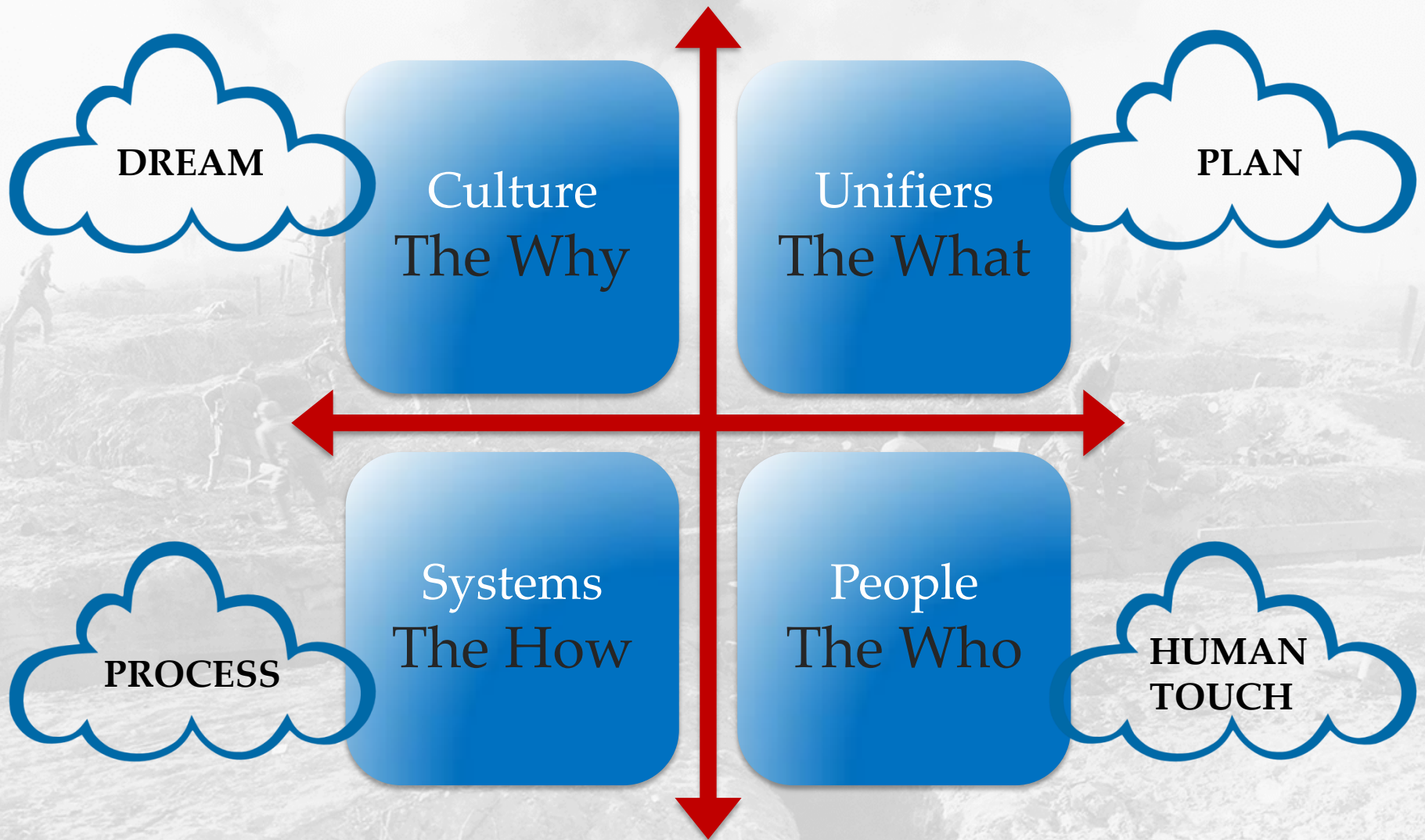
People
The Who

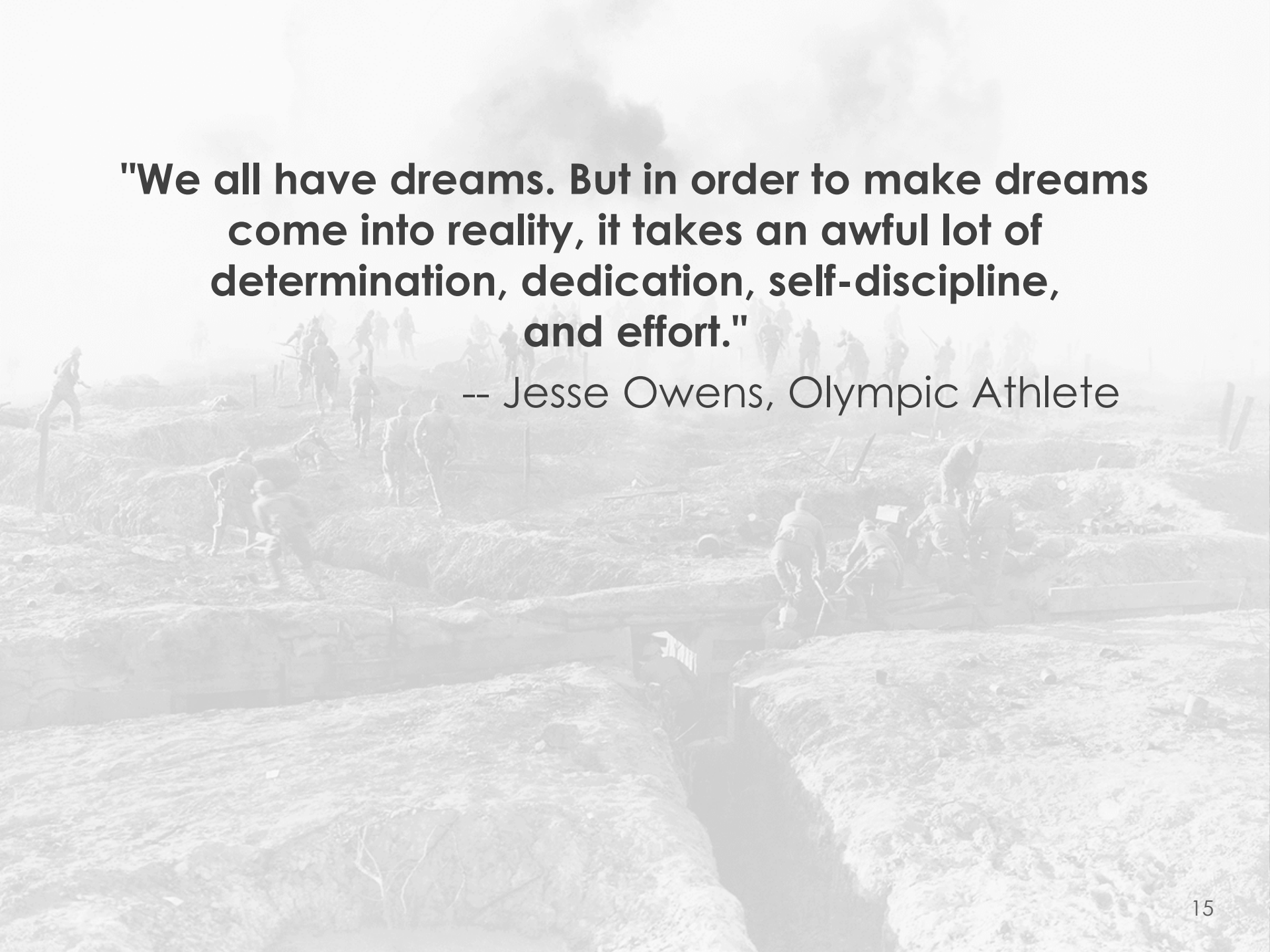
C.U.S.P. Business Model

- Recruitment and Conditions of Employment
- Employee Relations and Retention
- Induction and Job Development
- Leadership and Team Building
- Delegation
- Customer Service
- Performance Management
- Succession Planning

People
The Who

C.U.S.P. Business Model





**"We all have dreams. But in order to make dreams
come into reality, it takes an awful lot of
determination, dedication, self-discipline,
and effort."**

-- Jesse Owens, Olympic Athlete

Want to know more?

CUSP Business BOOT CAMP

- **2 Day** Boot Camp designed to go through the CUSP elements in more detail
- All participants will have a printed manual to use for their own business scenarios, with worksheets and templates
- Invited guests will provide real life experiences for Digital and Social Media and Marketing, HR, BAS, Business Law and Insurance areas
- Fun and interactive sessions throughout with networking opportunities

Objective: each participant will come away from the boot camp with a clear understanding of, and plan of action for, each quadrant of the **CUSP Business Model**.

When: Friday May 22nd-Saturday May 23rd, 2015

Where: The IBIS Hotel (Glen Waverley), Melbourne.

Time: 9.30 – 4.30 each day

Investment: \$497 (inc. GST, booking fees apply).

Register here: <http://www.eventbrite.com.au/e/cusp-the-4-step-process-for-business-excellence-boot-camp-tickets-15528507183>

Thank You and Questions

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www.grapestogrange.com.au

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Next Webinar

Out Smart Your Competition with Web Forensics

Date: Tuesday 17th Feb, 2015

Introducing the science and art of Web Forensics.
Give your business a new lease of life on the internet
by finding out how to out smart your competition.





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