

### BACKGROUND

The CEO Business. Boot Camp™ facilitated by business growth specialists Roaring Success is an intensive program aimed at current and aspiring business leaders, business development professionals and marketing managers.

Roaring Success are recognised for their ability to present a range of models, theories and best practice guidelines on business growth strategy, marketing and leadership principles in an engaging and interactive way that can have immediate application.

Working in small groups, participants assume the role of company board members during case study simulations. Western Widget Works, a fictitious yet all too believable company are facing the

loss of a major contract and mounting bank *roaring* debt. The group analyse the information *SUCCESS* available, debate the best course of action for their strategic growth and identify the *Accelerating business growth* burning



"Western Widget Works" board members for the day

issues that must be addressed. Subsequent sessions chart the progress of Western Widget Works, determining their opportunities and risks, and identifying skills and capability issues necessary to create a high performing team.

### THE PROGRAM

#### *What people are saying about the CEO Business Bootcamp*



Roaring Success facilitators:  
Chris Thomson, Steve Wood and Russell Stocker

- "Sharp, moves at a pace, with enough time to whet the appetite on key concepts—gives a good framework for further work"
- "Applicable"
- "This program provides an overall introduction to some good tools that every business can learn from"
- "...made me think more about the management of my own business"
- "Inspiring"
- "Great insight to apply new and some old ideas"
- "A good basic course, for middle to senior management, new managers would really benefit"
- "Simple, clear model for business growth planning"
- "Fantastic motivator"

### THE OUTCOME

#### *Putting it into practice and getting immediate results!*

At the GMC we're firm believers in the application of the knowledge and skills gained on our programs to enhance business outcomes. With this in mind a challenge was set to participants—who could demonstrate the best use of the tools and techniques learned and positively impact their business?

The challenge was well received within the group—the team showed us that a lot of progress can be made in just 2 weeks. This program certainly proved to be a catalyst for action!

Adam Morgan from Glassmetal, manufacturers of bespoke enamel signs, got the majority of votes from the peer group. Taking inspiration from the marketing workshop, Adam analysed his customer database and turned potential leads into new contracts.

Clive Pugh from Winchester ammunition was a close runner up, further developing the tools provided to structure a team strategy and planning day and analyse new business directions.

Praise also went to Trevor Arklay from GD Engineering for his strategic analysis and planning.

Steve Wood presents Adam Morgan with a bottle of local wine for successful application of learning as voted by the peer group  
Well Done Adam!



Program participants enjoy a relaxed lunch and networking after the program close