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# The Maverix Program

## Curriculum

7

CORNERSTONES

22

LESSONS

240+

VIDEO TOPICS

21

WEEKS

A complete operating system for your business, delivered across 21 weeks. Every module is designed to be applied directly to your business in real time.

# 01

# Ambition

4 Lessons · 41 Video Topics · 3h20m

Get the business to work for you by aligning your personal ambition with the business objectives. Develop clarity, direction, alignment and a system of thinking to enable you to make consistent decisions and act with courage, confidence and conviction.

## TOPICS COVERED

The Primary Drivers of Success • Multiplication of Energy • People Types • The Enneagram • Non-Negotiable Attributes of a Leader • Working on the Business Vs Working in the Business • Developing Talent • Management by Psychology, Walkabout & Statistics • Circle of Influence

LESSON	TITLE	MODULES	ACTIONS & TEMPLATES
1	<b>Introduction &amp; Philosophy of Ambition</b>	14	Philosophies & Logics on Self, People Types & Enneagram
2	<b>Personal Ambition</b>	9	Personal Ambition Deck
3	<b>Business Ambition</b>	11	Business Ambition Deck
4	<b>Leadership</b>	8	Non-negotiable Attributes of a Leader, Circle of Influence, Leadership Philosophies

# 02 Models

5 Lessons · 65 Video Topics · 5h40m

Builds the financial frameworks and models to deepen your understanding of your key business drivers. Develop the financial acumen across the 3 fundamental financial systems, to know what levers to push and pull, and where to invest your energy to deliver results in profit, return on capital employed and cash.

## TOPICS COVERED

Profit & Loss • Unit of Measure • Volume • Average Selling Price • Cost of Sales • Gross Profit • Naked Margin • Variable Costs • Contribution • Fixed Costs • Trading Profit • Break Even Model • Dollar Model • Unit Model • ABC Costing Model • Balance Sheet • Capital Employed / Deployed • Fixed Assets • Investments • Working Capital • Current Assets • Stock • Current Liabilities • Non Cash Items • Cashflow

LESSON	TITLE	MODULES	ACTIONS & TEMPLATES
5	<b>Philosophy of Models and the Profit &amp; Loss</b>	15	Profit and Loss Model, Profit and Loss Scenarios
6	<b>Dimensions of the Profit and Loss</b>	14	Unit Model, Dollar Model, Break Even Model, ABC Costing Model, P&L Exercises
7	<b>Balance Sheet</b>	9	Personal Balance Sheet, Capital Employed
8	<b>Working Capital</b>	12	Business Balance Sheet, Working Capital Analysis, Debtors & Stock Management
9	<b>Cash Flow &amp; Headline Business Model</b>	14	Business Cash Flow, Headline Business Model, Balance Sheet Re-engineering

# 03 Strategy

2 Lessons · 28 Video Topics · 2h30m

Guides you to develop a clear roadmap and enhance long term thinking, so you know what you and your team must focus on to achieve your ideal business model.

## TOPICS COVERED

Good vs Bad Strategies • What to do • How to do it • Steps to Greatness • Vision and Mission • Core Values • SWOT Analysis • Strategic Thrusts • Key Enablers • Essential Components • Competitive Edge • Business Analysis • Health Metrics • Conscious Growth • Drivers Of Growth • 5 Year Plan • Business Considerations • Corporate Structure • The Value Chain

LESSON	TITLE	MODULES	ACTIONS & TEMPLATES
10	<b>Philosophy of Strategy</b>	11	Strategy Deck
11	<b>Dimensions of Strategy</b>	17	Strategy Deck

# 04 Structure

3 Lessons · 39 Video Topics · 3h30m

Reengineers the way your business functions in order to effectively execute on the Strategy. A clear cut approach to achieving autonomous, empowered, accountable functions that deliver objective, measurable results.

## TOPICS COVERED

Accountability • KRA's • KPI's • Channel Responsibility • RACI • Limits of Authority • Work Streams • Performance Agreements • Non negotiable Reporting • The Principle of Budgeting • Gap Analysis • Gap Closure • The Need for Change • Systems, Policies, Procedures • Project Management • Meeting Calendar • Meeting Minutes • Workplace

LESSON	TITLE	MODULES	ACTIONS & TEMPLATES
12	<b>Business Structure</b>	9	Business Structure
13	<b>Accountability</b>	16	KRAs and KPIs, Accountability, Channel Responsibilities, Limits of Authority, Workstreams, IPAs
14	<b>Reporting &amp; Performance Management</b>	11	5 Year Budget & Assumptions, Key Stats to Track, Policies & Procedures, Meeting Calendar

# 05 People

2 Lessons · 17 Video Topics · 1h20m

Develop a culture that strengthens team alignment to multiply energy across all functions of the business. Define the philosophies and processes that guide the way you do things.

## TOPICS COVERED

Culture • Core values • People values • Charity • Recruitment • Interviewing • Employment Tools • Succession Planning • Remuneration • Reward • Objective Measurement • Creating winners in the workplace

LESSON	TITLE	MODULES	ACTIONS & TEMPLATES
15	<b>Culture &amp; Recruitment</b>	11	Archive of Philosophies, Culture Deck, Employment Tools, Succession Planning, Talent Map
16	<b>Remuneration &amp; Reward</b>	6	Incentive Policy

# 06 Tools

4 Lessons · 45 Video Topics · 4h20m

Gain powerful perspectives and learn valuable tools and tactics to unlock advantages to enable you to compete and win. Shift your perspectives on Brand, Funding, Investing and Management methods as value multipliers.

## TOPICS COVERED

Brand, Marketing & Sales • The Brand Promise • Unique Selling Proposition (USP) • The Brand Key • Brand Positioning and Brand Triangle • Brand Character & Brand Manual • Product Categories • Communication • Activity Grid • Sales Channels • The Boston Matrix • Funding • Sources of Funds • Funding Application • Costs of Funding • True Costs of Borrowing • Interest Impact • Thin Cap Rule • Investing • 15 Funding Crimes • Capex • Capex Motivation • Post Investment Review • Fixed Assets Management • Own vs. Lease • Yield Compression • Value Chain Engineering • Law • Intellectual Property • Tax • Decision Making • Proactive Vs Reactive Behaviour • Cause And Effect • Crisis Management • Economic Events

LESSON	TITLE	MODULES	ACTIONS & TEMPLATES
17	<b>Brand, Marketing &amp; Sales</b>	12	Brand Deck
18	<b>Funding</b>	9	Source & Application of Funds
19	<b>Investing</b>	12	Capex Motivation, Post Investment Review, Fixed Asset Register, Value Chain Engineering
20	<b>Management Tools &amp; Decision Making</b>	12	Philosophies on Law, IP & Tax, Key Business Drivers

# 07 Growth

2 Lessons · 9 Video Topics · 1h10m

Building on the strong foundations, think big picture, expand your horizon and articulate your long term growth plan. Define the sources of growth and the bold actions to take.

## TOPICS COVERED

Personal Trauma and Personal Growth • Philosophies of Growth • Sources of Growth • Impact and Timing of Growth • Risk Analysis • Business Valuations • 12 Principles of Investing • Uplifting Business Value

LESSON	TITLE	MODULES	ACTIONS & TEMPLATES
21	<b>Growth</b>	9	5 Year Growth Plan, Business Valuations
22	<b>Graduation</b>	1	Completion of the Programme

# Ready to get started?

Visit [www.maverix.co](http://www.maverix.co) or contact us to begin your journey.

[www.maverix.co/contact-us](http://www.maverix.co/contact-us)