

# CEO GIANT MASTERCLASS

## Full Course Curriculum



- **Entrepreneurship**

- Modules cover the foundational elements of becoming a successful entrepreneur, from finding a great product/program, to sales and marketing and more.
- Outcomes: Set the stage for becoming an entrepreneur, or reset yourself as a seasoned entrepreneur for abundant success

- **The Scope of Your Business**

- Modules cover the foundational elements of your business from the financial bridge, to value based pricing and strategies for longevity
- Outcomes: You will be able to structure your business for sustainable longevity and continued growth as you start and scale the right way

- **Business Finance and Economics**

- Modules cover the finance and economics of running your own business
- Outcomes: You will walk away with the confidence of knowing your numbers and how to grow your business profitably

- **The 3 Statements**

- Modules cover the corner stone elements of setting a world-class culture and tone within your organization
- Outcomes: You will be empowered to make changes to your organization or set the tone from Day 1 to build your company culture to be world-class through the 3 Statements

- **Talent and Company Culture**

- Modules follow through on the foundational elements of the 3 Statements and how to practically implement a world-class culture through recruitment and motivation
- Outcomes: You will be able to supercharge your teams to deliver results for your clients and drive revenues forward, while having happy employees that choose to stay

- **Scaling and Delegation**

- Modules cover the necessary elements of delegation when scaling your business
- Outcomes: You will be empowered to scale what is necessary, and retain priority items, to grow and scale your business for years to come

- **The Lifecycle of Building Giants**

- Modules cover how to build your teams up to become giants, for their career progression and the advancement of the organization
- Outcomes: You will be empowered to build and lead teams of GIANTS

- **BONUS: Forming the Giant**

- Modules cover how to become a giant in order to empower and lead other giants
- Outcomes: You will learn the habits and pillars of becoming a highly effective leader wherever you go, aka a GIANT.