

## Direction Day Workshop

Kick-start your Frictionless journey with an intensive one-day bespoke Workshop



Design Your Lifestyle



Drive Growth



Create Resilience

The Frictionless system takes a robust and pragmatic approach to moving businesses to the next level. The cornerstone of the system is setting a clear Direction, facilitated through our intensive one-day bespoke Direction Day workshops.

The workshop delivers valuable insights into your organisation alongside advice and guidance on the steps required to move to the next level. The output from the session includes:

- A top-down analysis of your business and what's holding it back
- Insights into making your business work for you to deliver your lifestyle goals
- Actionable steps you can take immediately for maximum impact
- Identified hidden strengths and competitive advantages to win more business
- Understanding your ideal short, medium and long-term goals to secure the success of your business
- Insight into your customer base, how to target the most desirable, high profit customers, and how to quickly increase your profitability
- Low-cost ways to attract great new customers

Every Direction Day includes follow-up sessions to help you turn the output from the session into powerful and focussed activity within your organisation.

### The Journey of a Successful Business



The power of the Frictionless system lies in understanding the evolution of technology and engineering businesses based on real-world experience from successful growing organisations. At each stage of its evolution the challenges faced vary depending on the stage of the journey and it is vital to understand where you are at each stage in order to take the appropriate action.

## Leverage Experience

By leveraging this understanding we can:

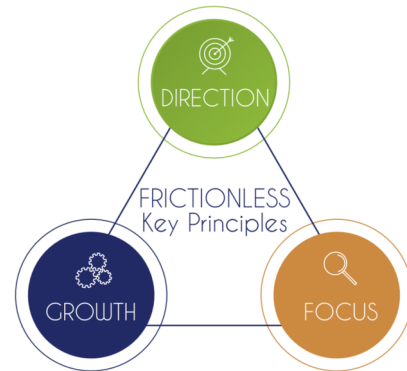
- Be Ready. Use the evolution as a map, allowing us to understand where we are, where we want to go and the challenges ahead
- Avoid common problems, mistakes and issues typically experienced as a business grows
- Prepare for the journey ahead ensuring the right structures, processes and people are in place at the right time

The Direction Day gives you an accurate assessment of your current evolution, putting challenges into context and guiding you on the journey ahead.

## Direction Is Just The Start

The Direction Day delivers the first pillar of the Frictionless System.

Once the Direction is clear, we work with clients to Focus their organisations on ensuring the Direction is followed, and enable Growth to ensure the organisation grows to meet emerging challenges and demands.



## How To Book

Prior to booking a session, we like to chat to prospective clients to understand their business and challenges in more detail and make sure that what we do is their most appropriate option.

You can schedule a call with us by following this link: <https://calendly.com/chrysalisgrowth/overview>

Or you can call us on 01737 65 25 35, or email us at [sales@frictionlessbusiness.co.uk](mailto:sales@frictionlessbusiness.co.uk)

## After The Direction Day

The Direction Day is the first step in your journey. Following the Direction Day the business has all it needs to move forwards. It can do this on its own or it can do this in partnership with the Frictionless team.

Working with us gives a faster implementation and the organisation benefits from a wealth of skills and experience to avoid mistakes, stay on track, and ensure the system is rolled out effectively. We offer access to the knowledge and experience that multi-million-pound entrepreneurs have used to create highly successful and valuable organisations.

## About

Gareth Johnson is the founder of Frictionless Business and creator of the Frictionless system. The system takes proven strategies and techniques used by multi-million pound entrepreneurs and organisations and scales them for small to medium sized businesses.

## No-Risk Money-Back Guarantee

Our workshops come with a no-risk money-back guarantee giving our clients peace of mind. Should you decide to work with us, we will offset the cost of the workshop against your initial invoice.