

The Sticking Point Solution: Moving Your Business from Stagnation to Stunning Growth in Tough Economic Times

Lack of ideas on how to grow the business post-pandemic?
Do you think your business stuck and you kept repeating the same activities?

Introduction

Businesses can plateau, stall, or stagnate...without the owners or key executives even realising it. A business might be achieving incremental year-on-year growth and yet still be in a situation of stagnation or stall. Why? Because entrepreneurs and executives often focus on the wrong things and don't know how to solve the problems that get their businesses stuck. This workshop aims to help entrepreneurs and executives recognise how their businesses may be stuck and then give them tools for getting unstuck and enjoying exponential growth. To achieve this, this workshop will help you identify the nine "sticking points" that keep entrepreneurs and executives alike grinding to survive instead of growing and thriving. Whether businesses are afflicted by one, two, or all nine of these sticking points, the result is the same: the owners, executives, or entrepreneurs are not achieving all of the growth, success, and prosperity they deserve. Unlocking that true potential and diagnosing the specific issues that each reader/business owner/ entrepreneur/ employee faces is the workshop's mission. The challenges now, how to achieve this exquisite state is the impetus for The Sticking Point Solution?

Program Objectives

This program aims to:

- Unlock the true potential of your company
- Gain control over the future of our business today
- Achieve new levels of profitability and success

Learning Outcomes

After completing this program, the participants should be able to:

- Ask the right questions about your business
- Move business from stagnant to stunning growth
- Be able to freedom from stagnation and stalling; new levels of profitability and success

Methodology

Gamification, case study, interview, case simulation, quiz, group discussion, lecture, videos.

Who Should Attend

Human resource personnel, marketing personnel, financial personnel, senior management, entrepreneurs, and anyone who feel that their business becomes stagnant.

Program Outline

PRS0019 The Sticking Point Solution: Moving Your Business from Stagnation to Stunning Growth in Tough Economic Times

Updated: 15 May 2021

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Day One	
Time	Topics
9:00am – 10:30am	<p>Bad Economy? Good News!</p> <p>Most people are worried about a bad economy because they assume the people would reduce expenditure during that time. This module wants to break the barrier of your belief. When the economy is bad, you will be able to synergize and strategize your strategy, you will increase your market share and grow exponentially.</p>
10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	<p>Is Your Business Stuck?</p> <p>Some business owners do not realise their business reach the saturation point. This module gives the participants a checklist of sticking points that are getting in the way of the business success. The participants can conduct a self-business health check. In this module, the participants also would look at today's journey towards an unstuck tomorrow.</p>
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	<p>Competition is Too Strong – I am Stuck!</p> <p>In this module, the participants would share how to apply optimisation and innovation to bring business to a new level. The participants would learn how to recognise the signs of what's wrong and what's not. The participants would point out the most common mistakes of entrepreneurs – the power of marketing. Several other strategies, such as the preeminence and business reflection strategies, are shared in this module.</p>
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	<p>Not Enough Sales – I am Stuck!</p> <p>The participants would get the participants to change the way the sales force sells, change the way of advertising, change the online presence, change how you leverage, change the message to prospective clients and the sales process.</p>
Day Two	
Time	Topics
9:00am – 10:30am	<p>Erratic Business Volume - I am Stuck!</p> <p>The participants would learn how to strategize, analyse, and systemise the business, review the business strategy for bringing in prospects or clients. The participants would have hands-on sessions</p>

	to practice how to analyse ways of getting business, how to maintain clients, how the point of revenue and how to increase them.
10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	<p>Failing to Strategize - I am Stuck!</p> <p>The participants would learn the secret of the highest and best use of their time and talents. At the same time, the participants would utilise the power of three P's – Purpose, Possibility and Passion in the business execution.</p>
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	<p>Low Profit with High Cost – I am Stuck!</p> <p>This scenario is one of the most common issues in business. The participants would need to go back to basic ROI. The participants would be trained on how to measure everything you do. The participants would learn philosophy – sell what you have for whatever you need. The participants would learn how to strike the right balance between paying too much, paying too little, harnessing the power of packaging, and expanding the horizons to stabilise and improve cash flow.</p>
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	<p>Change for Sustainability</p> <p>The participants would learn the secret of innovation, creativity, agile and change for the betterment. Furthermore, the participants would learn how to overcome the marginalisation by marketing, mediocre marketing in this module.</p>