

A black and white photograph of a man in a suit standing on a stage, addressing an audience. The audience is seated in rows, facing the stage. The stage has a wooden floor and a dark backdrop. There are two large speakers on the stage. A small table with two bottles is next to the speaker. A banner on the right side of the stage reads "Key Person of Influence" and "Dent".

Dent.

Business
Accelerators®

**Be Brave.
Have Fun.
Make a Dent.**

Dent Global. WHO ARE WE?

We develop entrepreneurs and business leaders to stand out, scale up and make a positive impact.

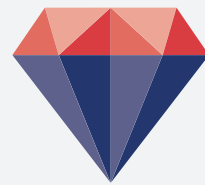
It's our vision to see the world filled with entrepreneurial teams solving the world's most meaningful problems.

If you would like to find out more about our Accelerators, visit our website www.dent.global.



GLOBAL SMALL BUSINESS

Dent Global are worldwide leaders in entrepreneurial strategy and technology for businesses. In the last ten years we've built our global small business with regional headquarters in the United Kingdom (EMEA), Australia (Asia Pacific) and Canada (Americas).



3500+ BUSINESSES

We have worked directly with 3500+ businesses who have implemented our proven strategies and best practices, and have become more visible, valuable and scalable in their respective industries.



DENT-MAKERS AND GOAL KEEPERS

We've donated more than millions to charities around the world, and our global giving strategy is aligned with each of the 17 United Nations Global Goals.

Our team's Giving Impacts include providing clean water to communities in Africa, educating local fishing and farming communities in the Philippines about sustainable practices, distributing equipment and appliances that run on renewable energy in rural villages, enabling students and adults around the world to continue their training and education, and funding reforestation projects in different continents – just to name a few.

And it's not just us. We work with the entrepreneurs in our Accelerators to ensure they have a giving strategy, too.



MENTOR RISING STARS THROUGH TRAINING AND DEVELOPMENT

We've worked with businesses of all shapes and sizes from startup to billions in revenue. We've also worked with celebrities, respected veterans, academics and sporting heroes, ensuring they have a business strategy that enables them to keep doing what they are great at.

Our flagship Accelerators feature celebrated business leaders who mentor rising stars through acclaimed training and development.



WON AWARDS, GROWN INTERNATIONALLY

As a result, our clients have won awards, grown internationally, been featured in the press, increased their revenue and profit, and raised millions in funding.

“

We are here to **make a dent** in the universe.

- Steve Jobs

You're On The ENTREPRENEUR JOURNEY.

It's a common journey that businesses go through, and it's more predictable than most people realise. From working with thousands of entrepreneurs and leaders around the world, we've learned that there are certain problems and frustrations that come along at a very predictable time.

More importantly, there are also certain ways to overcome them if you know the journey ahead of you.

There are six stages in the Entrepreneur Journey:

1

STARTUP

Excitement/nervousness, focused on first customer, product development, pre-revenue.

2

DESERT

Attempting to scale, internal team issues, stress, expanding overheads, breakdown, unprofitable.

3

WILDERNESS

No team, trading time for money, stress or boredom, survival focused.

4

PERFORMANCE

Dynamic, 50+ employees, £150K+ revenue per employee, professional, high performance culture.

5

LIFESTYLE

Small dynamic team, over £100K revenue per employee, has a Key Person of Influence as the face of the business

6

UNICORN

Sustained fast growth for 7+ years, 250+ employees, £190K+ revenue per employee, right time/place/team/market/funding.

We've developed our Accelerators to help entrepreneurs and business leaders like you progress through this journey quickly and build either a Lifestyle or a Performance business, so you can keep being brave, having fun and making a dent doing what you love.

Our insight into the Entrepreneur Journey has helped entrepreneurs like you know more clearly what kind of business they truly want and how to get there.



Click to Watch

WATCH

Our insight into the Entrepreneur Journey has helped entrepreneurs like you know more clearly what kind of business they truly want and how to get there. Check out Daniel Priestley discussing the Entrepreneur Journey in more detail here: <https://www.youtube.com/watch?v=CRas7Lg0rnM&t=1s>



Entrepreneur JOURNEY.

STARTUP

THE EXPERIENCE

- Excitement/nervousness
- Focused on first customer
- Product development
- Pre-revenue

THE STRATEGY

StartUp Accelerator.

- Refine your business concept, identify and engage your audience, create your remarkable offer and make sales.

WILDERNESS

THE EXPERIENCE

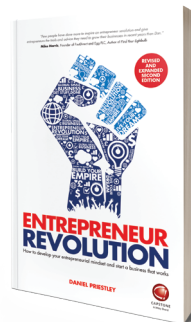
- No team
- Trading time for money
- Stress or boredom
- Survival focused

THE STRATEGY

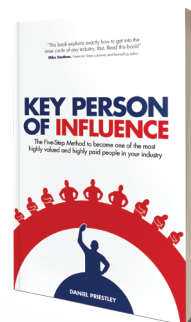
Key Person of Influence Accelerator.

- Become one of the most visible, valuable and connected people in your industry.

RECOMMENDED READING



RECOMMENDED READING



PERFORMANCE

THE EXPERIENCE

- Dynamic
- 50+ employees
- £150K+ revenue per employee
- Professional
- High performance culture

DESERT

THE EXPERIENCE

- Attempting to scale
- Internal team issues
- Stress
- Expanding overheads
- Brink of breakdown
- Unprofitable

LIFESTYLE

THE EXPERIENCE

- Small dynamic team
- Over £100K revenue per employee
- Has a Key Person of Influence as the face of the business

THE STRATEGY Better Every Quarter.

- Better team, better assets, better performance, better business. Every quarter.

UNICORN

THE EXPERIENCE

- Sustained fast growth for 7+ years
- 250+ employees
- £190K+ revenue per employee

THE REALITY

Hard to replicate: right time, right place, right team, right market, right funding

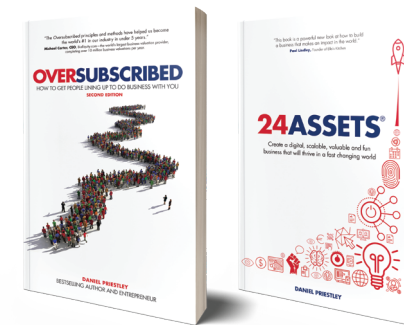
STARTUP

WILDERNESS

LIFESTYLE

DESERT PERFORMANCE UNICORN

RECOMMENDED READING



£300K

20%

£3M

4%

£6M

1%

£50M

Our ACCELERATORS.

Dent Accelerators have been designed to provide you the three things that are key to your success: environment, focus and resilience.



ENVIRONMENT

Environment dictates performance. A person who might procrastinate and struggle can achieve at the highest level within an environment that helps them focus and take action. In the right environment, exceptional results and high standards become the norm, so we've crafted conditions that support fast results.

Each of our Accelerators incorporate these 4 elements of a high-performance environment:

BEST PRACTICES

High-quality training developed by leading experts and our wealth of experience working with thousands of entrepreneurs and business leaders

PEER GROUP

Like-minded entrepreneurs and leaders who share an aligned vision, each specially selected to be on one of our Accelerators

ACCOUNTABILITY

An essential factor to maintain motivation, commitment and drive, provided by a high-performance community, accountability groups and the support of Dent Coaches.

RESOURCES

Exclusive access to templates, materials, webinars and in-depth learning modules – all available in our GSD Portal.



FOCUS

No matter where you are on the Entrepreneur Journey, we at Dent can focus you on the right thing at the right time, so you can avoid wasted resources and energy.

We have accelerators designed to focus on:

CONCEPT

So you can gauge basic interest

VALUE

So you can earn up to £85,000 (\$150,000) in revenue

INFLUENCE

So you can be more visible, valuable and connected in your industry, and achieve above average revenue per person

GROWTH

So you can track and improve your business' quarterly performance around maintaining a high performance team, creating game-changing assets and running effective campaigns that ensure financial performance.



RESILIENCE

Success in business can take years of highs and lows to achieve. Unless you're willing to lean in for prolonged periods of time, it's unlikely you'll succeed. To create sustained periods of focus, effort and creativity, you need 4 things: passion, income, contribution and recognition.

With our range of Accelerators designed for different stages of the Entrepreneur Journey, we at Dent work with entrepreneurial teams like yours for prolonged periods of 3-7 years, giving you time to succeed.



RATHER THAN ASSUMING AN INDIVIDUAL ISN'T PERFORMING TO THEIR FULL CAPACITY BECAUSE OF SOME PERSONAL TRAIT, WE BELIEVE EVERYONE HAS THE ABILITY TO ACHIEVE MORE WHEN SUPPORTED IN THE RIGHT WAYS.

- Daniel Priestley

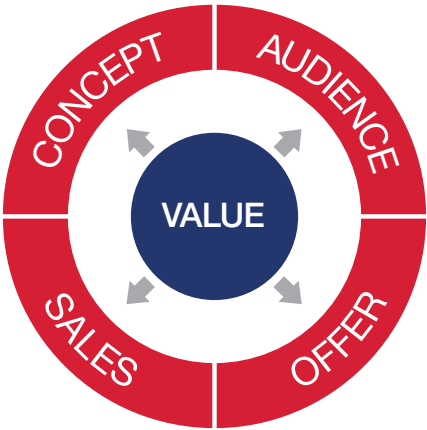


StartUp ACCELERATOR.

Self-employment is often painful. In addition to the main work a self-employed person does, they also have to contend with sales, marketing, administration and various operations without being paid more for these roles. It's lonely, it's hard and often feels unrewarding.

THE SAD TRUTH IS MOST SELF-EMPLOYED PEOPLE WOULD BE BETTER OFF WITH A JOB. AT LEAST THERE WOULD BE A START TIME, A FINISH TIME, FOCUSED WORK AND GUARANTEED PAY.

A business is different, it has a life of its own. A business can employ people, the owner can take a holiday and it can afford to pay healthy incomes. A business has promise - it could be global, it could make an impact and create some real wealth for those involved. If you're ready to cross over from being self-employed to being an entrepreneur and forming a business, you need to master four things: →



CONCEPT

AUDIENCE

OFFER

SALES

You need an answer for the basic questions people will ask: What's this product or service about? What problem does it solve? Why should people listen to you?

Your concept has to be something you're passionate about, something you can add value to, and something that people are willing to pay for.

When people start to think about building a business, they immediately start to think of 'the market size', the people who would buy. This can be overwhelming before you even start. Before you worry about your 'market' of people who'll buy from you, first consider identifying and building your audience. Your audience is composed of people who are first willing to pay attention to what you have to say and offer. Take time to understand who they are, their wants and frustrations, what about your concept appeals to them, and how to engage with them.

Especially in the early stages, entrepreneurs can get caught up thinking just at a Concept level. It's fun to think about the possibilities and opportunities a business has! However it's just as important to get clear on what you offer to your audience after you've captured their attention.

Develop a product or service that is a full and remarkable solution that people can buy, and make it easy for them to buy it with the right collateral. Unless you do, you'll stay stuck trading time for money, competing on price and unable to charge more for what you do.

To do the work you must win the work. Can you present and sell this concept? Can you handle questions, concerns and objections? Can you get payments and deposits? Are you able to take someone from being in your audience, to being a paying client.

In order to prove value, your numbers need to show it. You need to maintain a rhythm of consistent – and later, increasing – leads, appointments, presentations and sales.



With the right Concept, an engaged Audience, a remarkable Offer and consistent Sales conversations, you'll prove the value in what you have to offer and accelerate through the StartUp phase. Organise the C.A.O.S., join the Entrepreneur Revolution and feel the future expand before you.

The StartUp Accelerator is ideal for you if:

You're a self-employed professional who makes your services available typically on a freelancing or contractor basis, often trading time for money, or

You're an entrepreneur who's in the early stages of business and maintaining a full-time or part-time job for your main source of income, or

You're an entrepreneur who's been in business for a while, but feel stuck as your business is unable to expand operations and generate higher revenues.

What We Want From You

1

Be brave.

Don't go reptile - on the Accelerator we will give you additional work to do that requires you to get resourceful and step outside your comfort zone. In moments of discomfort, keep your eye on the prize - we are on your side, fighting your corner.

2

Have fun.

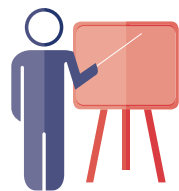
Some of the work we do in month one produces results in month six. Trust and enjoy the process, and push through the impatience and frustration.

3

Make a dent.

Do the work, no matter what. We assume you're busy, that you have other commitments, but we also assume you are driven and resourceful. Don't come to the group with excuses, walk in the door with results.

What's INCLUDED.



LIVE WEBCLASSES WITH EXPERTS

- 3hr live sessions, two Saturdays a month, 9:00am-12:00pm GMT/BST



- 3x within 12 Months



THE DENT ELEARNING PORTAL

- Access the modules in our eLearning Portal that are most relevant to your business in its StartUp phase.
- Available 24/7 for a year.



COMPREHENSIVE PRODUCTION CHECKLISTS

- End each session with homework designed to help you get feedback on what works, from people who matter most: your audience.



TEMPLATES AND CANVASES

- Use our templates and canvases to easily create a blueprint for your business that you can revisit and rework as your best thinking evolves.



DIAGNOSE AND TROUBLESHOOT

- It is a Concept, Audience, Offer or Sales issue? Learn to be a master at diagnosing what the issues in your business are, and address them more accurately and efficiently.

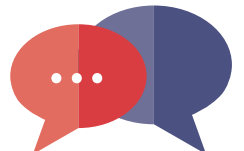
ASSET SPRINTS

- Use the insights you gather from your audience to create the right asset for your business, at the right time.



MONTHLY Q&A SESSIONS

- Join our expert speakers for a live session where you can get more guidance as you build your business.



MONTHLY LIVE CASE STUDIES

- Hear from entrepreneurs as they recount their own StartUp journey and gain some key takeaways you yourself can use.



COMMUNITY SUPPORT

- Continuously refine your concept, identify and reach your audience, enhance your offer and improve your sales skills with like-minded entrepreneurs from around the world.



WINS from our StartUp Community.

Tomas Svitorka



Life Coach & Speaker
Founder of OK is NOT Enough®

In nine months from when I started the Accelerator, my business sales tripled in comparison to the whole year before. I also gained so much clarity on my business that I was finally able to translate this into a proper and distinct brand identity.

Although I had an extensive business knowledge prior to the Accelerator, it helped me grow my business the most by bringing my attention to – and refining – the basics of running a successful business. It also made a huge difference that I was in a performance-focused business environment. That shift in environment helped shift my thinking, and I saw things more like a businessman and not just as a life coach and speaker.

Many entrepreneurs get lost in the noise of marketing and their fear of selling. If you'd like to accelerate your business by making it simpler rather than adding layers of complication, then I'd highly recommend the StartUp Accelerator.

Carol Stewart



Executive and Career Coach
Founder of Abounding Solutions
Author of 'Quietly Visible'

Before starting I was getting a lot of recognition for my work, and had worked with some great organisations and private clients. However, the consistency of business was not at the level I wanted. I knew that to take my business to the next level, I needed the right kind of support.

By gaining the clarity I have gained about my business, who my audience is and what I have to offer, I feel I've laid a solid foundation that is taking my business to the next level. I have refined things in a way that makes me clearer about the value I have to offer, and as a result, makes what I have to offer more attractive.

In November 2019, LinkedIn invited me to write a regular newsletter which I write for introverted women leaders. In one year it has grown from 0 subscribers to over 52,000. I regularly receive messages and comments from women (and men) worldwide about how much my work has helped them.

Andrea Pacini



Presentation Coach
Founder of Ideas on Stage UK

My business was not a business really, it was just an idea as I wasn't making any sales. I was making a lot of videos on social media thinking that that alone was a good strategy. The thought of offering something for even £1,000 was unimaginable for me. And I used to start a sales conversation without really knowing what to expect and what to say.

The programme helped me create a full and remarkable solution which is so appealing to my audience. I've learned how to stop selling time for money and instead selling programmes which create a real transformation for my clients and can be offered at a much higher price. Every time I want to offer a new service, I know how to put together a very appealing offer. And I've learned more in one Sales session in this programme than in 7 years in my corporate role.

Jill Boggis



The Retirement Architect

The biggest mistake I was making was to be a generalist, so I wasn't able to add as much value. I also didn't fully understand the difference between time and value, and so gave away my time for not enough reward.

Finding and being confident in my niche has shaped my offer. I'm getting clear about my ideal client and it enables me to have a clear message and an authentic voice. Reframing sales as a positive act for me and my clients has led to me doing more of it and, abracadabra, getting more clients.

“

KNOWLEDGE PRIOR TO THE ACCELERATOR, IT HELPED ME GROW MY BUSINESS THE MOST BY BRINGING MY ATTENTION TO – AND REFINING – THE BASICS OF RUNNING A SUCCESSFUL BUSINESS. IT ALSO MADE A HUGE DIFFERENCE THAT I WAS IN A PERFORMANCE-FOCUSED BUSINESS ENVIRONMENT.





- Tomas Svitorka



Key Person of Influence ACCELERATOR.

At the centre of every industry, there’s an inner circle of its most well-known and highly valued people. They are the Key People of Influence.

You probably already know these people in your industry:

-  Their names come up in conversation – for all the right reasons.
-  They attract a lot of opportunities – the right sort.
-  They earn more money than most – and it isn’t a struggle.
-  They can make a project successful if they are involved – and people know it.

Key People of Influence enjoy a special status in their chosen field because they are visible, valuable and well connected in their industry. They get invited to be part of the best teams and projects and they can often write their own terms.

Key People of Influence also have more fun. They are treated with respect and others listen when they speak. These people are in demand. They don’t chase opportunities, they curate them.



“That’s what we mean by a ‘Key Person of Influence’. They call the shots. They make it happen. They’re playing the game, not getting played by it.

- Kevin Harrington, Celebrity Entrepreneur & Author



Success requires more than just a set of technical skills. A Key Person of Influence needs to hone 5 special skills that set them apart:

- 1 PERFECT PITCH**
Regardless of how great your product or service is, if you don’t have an amazing pitch, people will always struggle to recognise your value.
- 2 PUBLISHED CONTENT**
Publishing through books, blogs, reports and articles builds credibility, authority and attracts fresh opportunity from anywhere in the world.
- 3 PRODUCT ECOSYTEM**
Turning your skills, ideas and talent into products increases the number of people you can add value to, breaks the time-for-money trap, and allows you to spend more time innovating.
- 4 INDUSTRY PROFILE**
You are who Google says you are. Being good at what you do is no longer enough. You also need to stand out and be recognised. But it’s not simply about fame – it’s about being in a position to direct people’s attention to what really matters.
- 5 POWERFUL PARTNERSHIPS**
Creating the right partnerships and joint ventures allows you to scale. Anything is possible when the right people work together in the right ways. Your business will adopt the characteristics of the people and organisations you partner with.

These 5 steps are a powerful guide, but strategy is nothing without implementation. The Key Person of Influence Accelerator creates a high performance community dedicated to one thing: output. When you repackage the value you already have around these 5 steps and implement with excellence, the acceleration you will experience in your life and business will astound you.

1 PITCH.

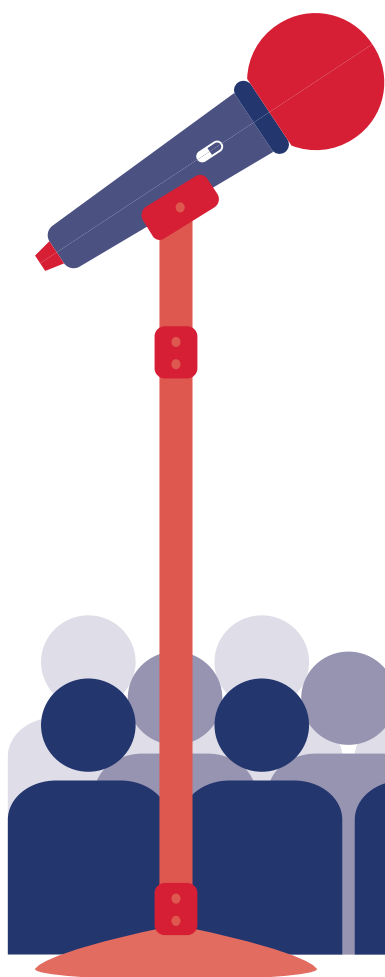
Why Perfect Your PITCH?

You may have a great product, service or idea, but if you can't communicate it in a remarkable way, you're quite simply underperforming with what's possible.

This Accelerator is your chance to learn and adopt the proven strategies of a master of pitching ideas into reality.

In our Pitch learning module and WebClasses, you will:

- Determine your ideal market niche that will allow you to stand out from the crowd.
- Craft your brand essence that will ensure your business grows as an authentic expression of who you are.
- Design a powerful pitch that inspires you, your potential customers and potential partners, guided by our proven pitch architecture
- Develop more certainty, clarity and commercial viability than ever before.



YOU GET WHAT YOU
PITCH FOR, AND YOU'RE
ALWAYS PITCHING.

2 PUBLISH.

Why PUBLISH?

It takes 7 hours of content, 11 different touchpoints, experienced in 4 different locations for someone to feel they know, like and trust someone enough to do business with them. So are you and your business content-gorge-ready? Would a potential client or partner be able to get to know you and binge on your content?

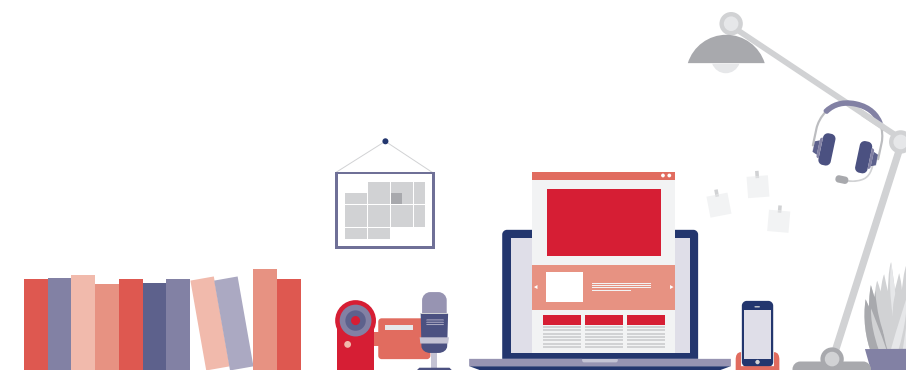
In today's economy, publishing not only positions you as a credible authority in your industry (allowing you to charge premium prices), it's also one of the key ingredients in ensuring a steady flow of high-quality inbound opportunity.

Think of every article or book you write, video you publish and podcast episode you feature on as an asset: get it right and once it's done, its return on investment will keep paying dividends.

INFLUENCE
FLOWS FROM
OUTPUT.

If you:

- Feel you have valuable ideas and expertise – but don't know how to start turning them into blogs, reports or even a book;
- Have a unique perspective that others could benefit from – but question whether your message is correctly positioned for your market;
- Know your career or business could benefit from you becoming an author – but lack the confidence and know-how to publish, then this Accelerator is your chance to develop a Publish strategy for your business.



In our Publish learning module and WebClasses, you will:

- Delve deep into your mountain of value – your stories, your experiences and expertise – to identify the key ideas that underpin what you do.
- Organise and develop these ideas and form them into powerful content that showcases your authority in your field
- Learn and implement a Publish strategy that allows you to create quality content consistently, without becoming a full-time writer.
- Discover a production method so that you can easily repurpose all your content to be experienced in different formats
- Identify the distribution and publication method that's ideal for you and your business.
- Create the content that will effectively act as the foundations of your book.

3 PRODUCT.

Why create a Product Ecosystem?

Many businesses make the big mistake of focusing on only one product or service that typically involves trading time for money. An accountant offers ‘accounting’, a personal trainer offers ‘personal training’. One of the fastest ways to create a breakthrough in your business is to move beyond thinking about individual products and services, and begin to develop a product ecosystem.

If your income is directly linked to your time then you’re making money the hard way and overlooking the real value you have to offer. Productising your services will allow you to build business assets that generate revenue on your behalf, allowing you to focus on more important – and fun – things.

INCOME
FOLLOWS
ASSETS.

In our Product learning module and WebClasses, you will:

- Create products that ‘prime’ your prospects and ‘pre-sell’ your offering.
- Develop products that allow you to deliver far more value, increasing the number of people you can serve.
- Discover the ideal product ecosystem for your unique business model.
- Switch from a restricted time/service model to a scalable product/value model.
- Implement our Ascending Transaction Model, our proven product creation methodology.
- Multiply the asset value of your business, making capital an investment and logical next step.



4 PROFILE.

Why build your Profile?

Your reputation, both on and offline is one of the most powerful marketing tools you have at your disposal. If you drive newsworthy, value-driven content, you can gain enormous traction in your business and become valued as a key player in your industry.

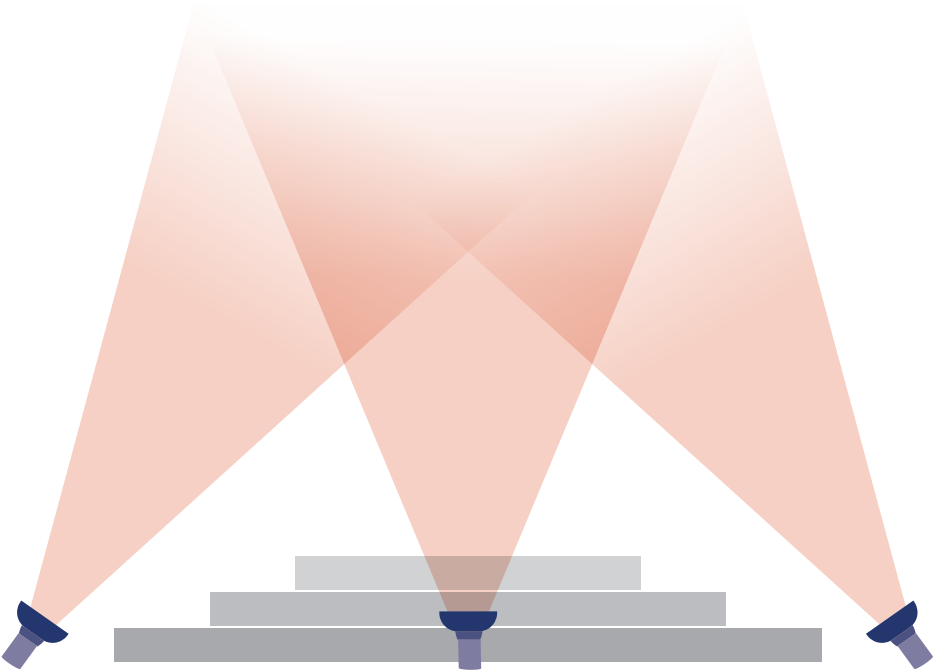
Having a profile saves you time. When you gain visibility in your industry, the right people can come and find you. Rather than chasing every new deal, high-profile people get to curate the opportunities that regularly come their way. A high quality profile leads to quality clients, partners, team, suppliers, investors and further exposure. Those who rank highly in their industry don’t keep their light under a bushel, they make sure the right people know what they are up to. Great leaders know how to raise a message high above the noise.

But if you think it’s simply about fame, you’ve missed the point. Having a profile is less about being in the spotlight, and more about being in a position to be the spotlight and shine the light on the ideas and issues that truly matter.

In our Profile learning module and WebClasses, you will:

- Turbo-charge your profile online and offline.
- Determine your key ‘stories’ and ‘hooks’ that the media and your audience will love.
- Learn how to outsource the functional aspects of your media strategy.
- Discover simple tactics that will help ensure Google loves you.
- Leverage your authentic story and avoid shameless ‘self-promotion’

DON’T JUST BE
IN THE SPOTLIGHT,
BECOME THE SPOTLIGHT.



5 PARTNERSHIP.

Why Partner?

Thinking you're not making enough money because you're not valuable enough is a common mistake. Your real wealth comes when you leverage your existing value with others. If you've ever thought to yourself "Everything would work better if I only had...", remember that someone woke up today with the missing piece you need – and that you could be the missing piece to someone else.

Without question, a great partnership can transform everything and take your business to a whole new level. But until you've established yourself as a Key Person of Influence, it's nearly impossible to meet eye-to-eye and get the breakthrough deal.



BE IN
PARTNERSHIP
WITH
EVERYONE
WHO
TOUCHES THE
BUSINESS.

In our Partnership learning module and WebClasses, you will:

- Discover how to package your value in preparation for a game-changing Joint Venture.
- Identify the perfect Joint Venture partners for your business.
- Learn how to pitch your Joint Venture so that you get a fair deal.
- Develop a partnership strategy to enhance your brand, increase your products and widen your distribution or reach.
- Standardise your Joint Venture so it can be multiplied many times over.



WHAT KPI ALLOWS YOU TO DO IS TO REALLY FOCUS AND TO MOVE WITH PACE. IN JUST OVER A YEAR, OUR BUSINESS HAS GONE FROM ONE EMPLOYEE AND ONE VIRTUAL PA TO NOW FIVE EMPLOYEES. OUR BUSINESS HAS ALMOST DOUBLED IN SIZE, AND WE HAVE CLIENTS IN THE UK, IN EUROPE, THE MIDDLE EAST AND NORTH AMERICA. WE PARTNERED WITH GOOGLE, AND THEY LAUNCHED MY BOOK.

- Mok O'Keeffe

The Key Person of Influence Accelerator is ideal for you if:

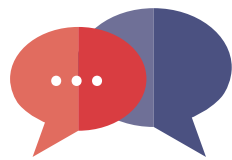
- 1 You are an entrepreneur or business leader who has years of experience in your industry, and would like to further establish your influence within that industry in order to grow and scale the business.
- 2 You're often busy working in the business rather than on it, but would like the time and the space to do so. The Key Person of Influence Accelerator is designed with busy people in mind, and our clients achieve their results while they continue to run their business and implement what they learn on the accelerator.
- 3 You have a small team around you who can help you implement and leverage all the strategies and output from this programme, as the Key Person of Influence Accelerator is designed to put an emphasis on doing and creating.
- 4 You want to join a community of entrepreneurs from various backgrounds and industries who can share valuable insight, provide feedback and keep you accountable as you embark on your journey.
- 5 You want access to best practices around entrepreneurship to ensure your business is prepared for the decade ahead.

What's INCLUDED.



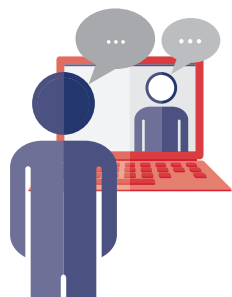
THE DENT THE DENT GSD PORTAL

- Unpack your brain.
- Template your business.
- Clarify your strategy.
- Understand all the key ideas and principles to becoming a Key Person of Influence.
- Available 24/7 for a year.
- Learn at your own pace.



DENT COACH-LED ACCOUNTABILITY SESSION

- 6x check-ins with your GSD group, facilitated by a Dent coach



MENTOR - LED LIVE WEBINARS

- Join our mentors in a live webinar every week, so you can ask questions, get feedback and stay the course.
- Recordings available in the elearning Portal.

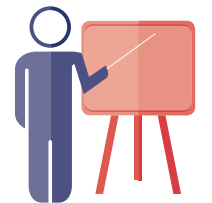


PRIVATE COMMUNITY

- Engage with like-minded entrepreneurs and leaders - each specially selected to be on our Accelerator.

LIVE WEBCLASSES WITH EXPERTS

- 3.5hr live WebClasses every other Friday, 9:00am-1:00pm BST/GMT



ASSET SPRINTS

- Immediately create and implement the right Pitch, Publish, Product, Profile, Partnership assets after each WebClasses.
- Develop the assets that do the heavy-lifting in your business so you have time to create bigger impacts.



KPI HAS BEEN A GAME CHANGER FOR ME, NOT ONLY PROFESSIONALLY FOR MY BUSINESS, BUT ALSO PERSONALLY. IT'S ALSO GIVEN ME SOMETHING WHICH I DIDN'T EXPECT, BUT I REALISE NOW IS ALSO IMPORTANT TO ME – A GROUP OF LIKEMINDED BUSINESS PEOPLE.

- Antoinette Oglethorpe



WINS from our Key Person of Influence Community.

Mike Symes



CEO and Co-Founder of Financial Marketing Limited

Key Person of Influence Accelerator is a game-changing formula that delivers extraordinary results by accelerating the development of your personal brand and your business. Not only is it business enhancing, it is a life enhancing experience. The sequential step process and the supportive nature of the groups encourage and ensure success. Key Person of Influence is both an enabler and an accelerator, showing you how to extract the mountain of knowledge that you have and enabling you to articulate and demonstrate your IP with clarity and authority.

Shireen Smith



Intellectual Property Lawyer and CEO of Azrights

As a lawyer you're not really trained in business, so I felt the need for more business skills. When I heard about Key Person of Influence it sounded exactly like what I was looking for... and in fact it was more than what I was looking for, it was absolutely amazing. To be connected with such a big community of entrepreneurs, I never expected that.

Antoinette Oglethorpe



Leadership Development, Career Management and Mentoring specialist, Bestselling Author of Grow Your Geeks

KPI has been a game changer for me, not only professionally for my business, but also personally. It's also given me something which I didn't expect, but I realise now is also important to me – a group of likeminded business people. Finding others that you can talk to, be genuine and honest and open about the challenges you're facing, and then get support, tips and advice, is rare. I certainly didn't have it before KPI. The business I'm in, and the business most people are in, is very crowded. And I think it's really important for people to recognise that they can stand out and they can distinguish themselves and set themselves apart from others by becoming a Key Person of Influence.

Mok O'Keefe



CEO and Founder of Innovation Beehive, Bestselling Author of The Innovation Ecosystem

What KPI allows you to do is to really focus and to move with pace. It gives you a structure and process that allows you to believe in yourself and realise your own value. The product piece forces you to think about what you're actually doing for your clients, [and] what your clients or customers really want... to think about the output rather than the input. I have never regretted it for a minute. In just over a year, our business has gone from one employee and one virtual PA to now five employees. Our business has almost doubled in size, and we have clients in the UK, in Europe, the Middle East and North America. We partnered with Google, and they launched my book. I thought, 'I'm never going to have the time to write that book,' but it's the single most important thing I ever did. It has completely set us apart from everyone out there.



Click to Watch

WATCH Mok's full case study here: www.youtube.com/watch?v=2P0Flt4ZhuY&t=303s





WINS from our Key Person of Influence Community.

Stacey Kehoe



Founder of Brandlective, Bestselling Author of Get Online

As a digital marketing agency, we were putting together packages or retainer packages for our clients each month. And I was underpriced. I was thinking about how much time we're putting into this and basing what I should charge them based on how much time we would be investing.

One thing that changed from doing KPI was I thought about the output. What is the outcome for my client? And I basically put together packages that are based on that. It significantly changed our pricing, and that was a really huge thing for me. And just by giving [the products] names, it helps our clients understand what it is that they're getting, what we are doing for them. I'm getting media coverage from bloggers and industry and trade magazines. And partnership day was fantastic because it opened my eyes to the sorts of things I could accomplish as a business.

I've had a really amazing accountability group. There's six of us that meet up every single month, and we discuss our challenges, our wins – we're really just sharing the entire journey. And I think for me I didn't have that before.

Sebastian Bates



Founder of The Warrior Academy, Bestselling Author of The Warrior Method

One of the biggest things that stood out to me was this element of accountability that you get on the programme. It's great you can read books at home and trying to self-learn, but when you've got five other people in a team who are going through the same thing, and having to be accountable to each other, that really accelerates your growth and your development.

The quality of the teaching is amazing. Something I've never experienced before. You've got this driven entrepreneurs with lots and lots of questions, and there's not a single question the mentors are fazed by. They've been there, they've done that, and they've got a system in place to help guide you along.

My book's become a bestseller on Amazon. We were voted top five in the UK for activities for our children, not just in martial arts, but for different clubs. And I remember when I was developing my pitch for the first time, I sat down and I had to fill in what would be a great vision for the business. I couldn't think of what to write – this was part of the plateau issue I had. What could be a big goal for us? I just put 'Take the Warrior Academy global.' And now a year on, we're a global organisation with 2,000 students around the world. The amount of feedback we've gotten, testimonies we've had from parents, has been absolutely mind-blowing.

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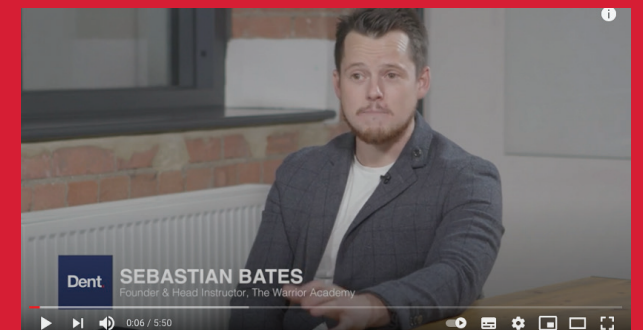
THE QUALITY OF THE TEACHING IS AMAZING. SOMETHING I'VE NEVER EXPERIENCED BEFORE. YOU'VE GOT THIS DRIVEN ENTREPRENEURS WITH LOTS AND LOTS OF QUESTIONS, AND THERE'S NOT A SINGLE QUESTION THE MENTORS ARE FAZED BY.

Click to Watch

WATCH Stacey's full case study here:
www.youtube.com/watch?v=dtK8cHcV-8c&t=7s



WATCH Sebastian's full case study here:
www.youtube.com/watch?v=5I9NHkVm3AI



Better Every QUARTER.

Once a business has proven value and established influence in its industry, the focus then is to maintain it or grow it further. The key decision for you to make is whether you want to a lifestyle or a performance business.

LIFESTYLE BUSINESS

■ A Lifestyle Business is lean, dynamic, portable and geared towards maximising income for the owners. It typically has 3-12 full-time employees, and £300-£2M revenues. It keeps stress and overheads low. The focus is to enjoy life, build stability and have enough income to create wealth through diversified assets.

PERFORMANCE BUSINESS

■ A Performance Business is focused on achieving a high valuation, fast growth and acquiring market share. There's plenty of stress and challenges as the team grows to 50+ people, and the overheads increase into the millions. It all becomes worth it when life-changing amounts of money change hands through an exit or large dividends. Some people also build performance businesses because they want to fulfil a big vision that requires them to achieve a certain scale.

The alternative is more struggle. Most business owners are stuck in their business making reactive moves, putting out fires and chasing their tail. They think that if they keep going, one day things will improve and the business will be worth something. Sadly, without a focused approach to building and maintaining the business, this struggle doesn't end well. Entrepreneurs can easily fall back into working in the business and fail to allocate time and resources into working on it.

Maintaining or growing a successful businesses requires constant work. In the same way that F1 teams pay close attention to every nut and bolt on a car and replace parts before they even show any obvious signs of disrepair, entrepreneurial teams need to stay on top of a business's performance to make sure it's always ready and able to deliver remarkable outcomes.

BETTER EVERY QUARTER IS OUR MEMBERSHIP DESIGNED TO PROVIDE ENTREPRENEURIAL TEAMS THE TIME, SPACE AND STRATEGIES FOR BUILDING A BETTER TEAM, DEVELOPING BETTER ASSETS AND DRIVING BETTER FINANCIAL AND OPERATIONAL PERFORMANCE, SO THAT IT REQUIRES THE LESS OF THE ENTREPRENEUR'S PERSONAL INPUT AND TIME.

Why Better Every Quarter?

The problem is busy-ness. Entrepreneurs and their teams are often too busy to take a step back and really look at the overall health of the business. It takes too much time and work to go into the details, and it's also overwhelming to consider the big goals.

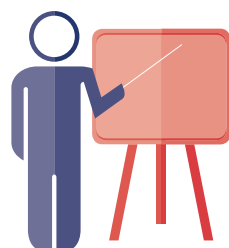
Better Every Quarter addresses these by providing entrepreneurial teams a way to set relevant and achievable goals with the entrepreneur's 10-year and 3-year vision in mind. Goals are strategically set and easily project managed, and we'll regularly assess whether you and your team are on-track or off-track. Reviews and Resets are carried out with a quarterly rhythm, providing you with a structure that prevents you from being sucked into the nitty-gritty, and allowing you to think of the big picture without being overwhelmed.

Working on your team, your assets and your performance on a quarterly basis has a compounding effect over time. Building the business you aspire to have in 10 years comes down to how you are building it every quarter.

The Better Every Quarter Membership is ideal for you if:

- 1 You are an entrepreneur or business leader who has proven value and established influence in your industry, and want a systematic way of improving the business so that it runs like a well-oiled machine.
- 2 You have a team and want to ensure that they are all on the same page about the business, its vision and its targets.
- 3 You want to create more assets for your business to remove bottlenecks and stress points in your business, but need guidance and accountability to follow through.
- 4 You want to improve your business's performance for financial predictability and stability, as well as for improving productivity while decreasing its dependence on your time and input.
- 5 You want a way to project manage the maintenance or growth of your business, easily assess its health and performance of your business, and have access to team, asset and performance experts and thought leaders who'll keep you on top of best business practice.
- 6 You want access to a global community of entrepreneurs who are on the same journey as you and share the same goal of building a business that's better every quarter

What's INCLUDED.



MONTHLY WEBCLASSES WITH EXPERTS

- 2hr live WebClass every month, where you'll learn best practice in



- Finding, developing and retaining a team.
- Creating and enhancing your business's assets.
- Ensuring high performance by planning and implementing quarterly and annual campaigns that keep your business oversubscribed.
- Recap key ideas and takeaways with a post-WebClass check-in with experts after 30 days.



ASSET SPRINTS

- Immediately create and implement the right assets after each WebClass.
- Develop the assets that do the heavy-lifting in your business so you have time to create bigger impacts.



TEMPLATES AND CANVASES

- Get your best thinking out of your head and onto our templates and fillable canvases.
- Delegate more effectively using the canvases and templates as easy ways to brief your team and get them on the same page.

MONTHLY LIVE CHECK-IN

- Two weeks after your Monthly WebClass, a Dent mentor will check in and do a Live Session, where they'll answer your questions and share more ideas and insights on Team, Assets or Performance.



QUARTERLY REVIEW

- 3.5hr session with a Dent mentor to review how your business performed in the previous quarter, and set your goals and #NoFail list for the quarter ahead.
- Make sure you're working in alignment with your Vision, Values and Value Proposition as you power forward.



ANNUAL REVIEW & RESET

- Join your Dent mentor for this yearly session where you can review how your business performed in the last year.
- Set your goals for the next 12 months with your 3-year vision in mind.
- Realign the business with your Vision, Values and Value Proposition that are at the center of your business.



GSD BOT AND LEADER BOARD

- Easily understand what's on track or off-track in your Team, Assets and Performance with our GSD Bot.
- Benchmark your weekly, monthly and quarterly performance against fellow BEQTM members.





Be brave.
Have fun.
Make a dent.

Dent.

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