

BUSINESS TRANSFORMATION GUIDE WORKBOOK

**BUSINESS GROWTH STRATEGY
STEP OUT, GROW YOUR BUSINESS
LIVING FREE CAN START NOW**

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Business Transformation Success Workbook designed to complement the Book.

Introduction

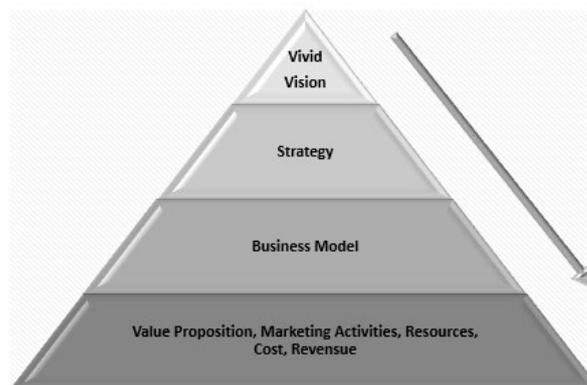
This PDF supports each chapter of “Business Transformation Success The Ultimate Guide” as you read the book, take the opportunity to write down your thoughts and answers. If you are part of a team, collectively write down the discussion points. By doing this you will get clear on a number of critical aspects on the business or entrepreneurial venture.

And get you ready for the next step.

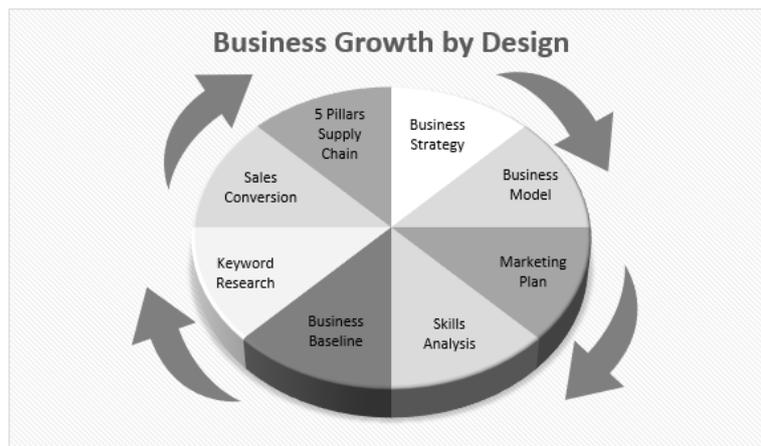
This is one of the model examples of the Business stages to success.



Business Stages to Success



Business growth by design



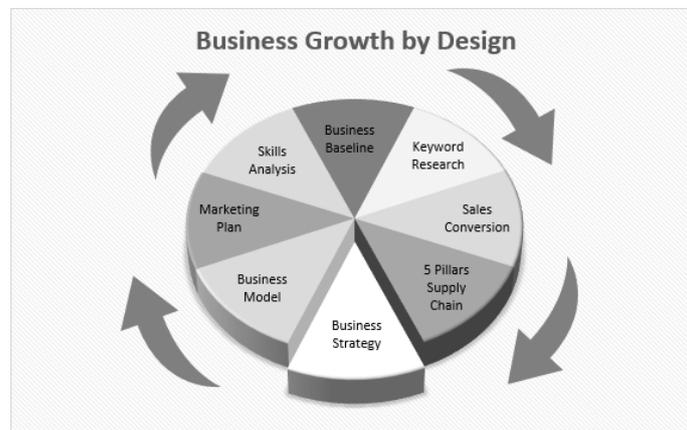
Source: <https://www.consultancydd.com/>

Chapter 1. New Business Strategy Mapping

Capital isn't that important in business. Experience isn't that important. You can get both of these things. What is important is ideas.

Harvey S. Firestone, founder of the Firestone Tire and Rubber Co.

Business growth by design: Business Strategy



Source: <https://www.consultancydd.com/>

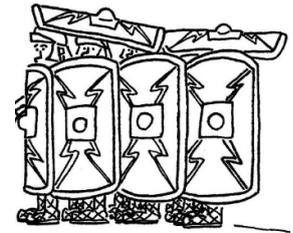
Why is having a strategy/tactic important in today's world?



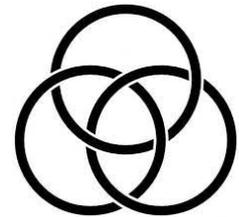
What is involved in creating a strategy/tactic?

Let us look at some truths we can draw from these in your own business.
Write down three examples from the strategy or tactic in your workbook.
Take 10 mins remember there are no wrong answers.

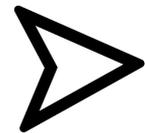
Step # 1. The Testudo.



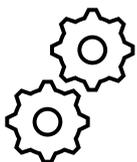
Step # 2. The triple line.



Step # 3. The Wedge.



Action Item: Finally go test. Bring a problem you are facing and step through the processes coming up next in chapter 2.



However, if you want the full power of these and more when it comes to business strategy mapping, we are here to help.

Take advantage of our OFFER \$997 - Free

<https://www.consultancydd.com/first-business-breakthrough-session/>

Or take a jump in the deep end and sign up for our Business Basics to Business Success in 90 days.

Click on the link below an addition BONUS to step into our higher-level program at a once only limited time OFFER for our readers at, \$4997, with a true value of over \$12997.

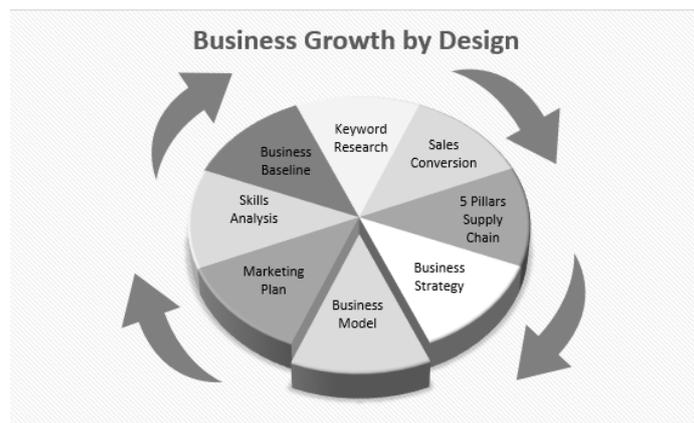
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Chapter 2. Business Model Transformation

Transforming a brand into a socially responsible leader doesn't happen overnight by simply writing new marketing and advertising strategies. It takes effort to identify a vision that your customers will find credible and aligned with their values.

*Simon Mainwaring, advertising creative director and social media specialist
(from website Mashable, April 22, 2011)*

Business growth by design: Business model



Source: <https://www.consultancydd.com/>



What does business model transformation really mean?

<https://www.consultancydd.com/secrets-of-business-transformation/>

Why is business model transformation important and do I really need it?

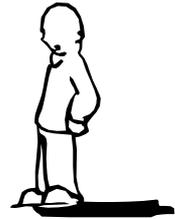


Have you ever done a one-page Business Model Canvas? Well today you have the opportunity to either do your first or a refresher.

Let us get started and go through the beginning stages.

1. Customer Segments

For whom are we creating value?
Who are our important customers?



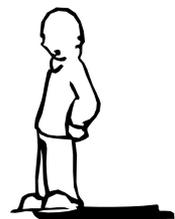
2. Value Propositions

What value do we deliver to customer?
Which one of our customer's problems are we helping to solve?



3. Customer Relationships

What type of relationship does each customer segment expect?
Which ones have we established?
How are they integrated with our business model?
How costly are they?



4. Channels



Through which channels do our customer segments want us to reach them? How are we reaching them now?

How are our channels integrated?

While ones are most cost-effective?

5. Revenue Streams

For what value are our customers really willing to pay?

What do they currently pay?

How are they currently paying?

How would they prefer to pay?

How much does each revenue stream contribute to the business?



6. Key Resources

What key resources do our value proposition require?

Our distribution channels. Customer relationship?

Revenue streams?



7. Key Activities

What key activities do our value proposition require?

What do our Distribution channels require?

Customer relationship?

Revenue streams?



8. Key Partners

Who are our key partners?

Who are our key suppliers?

Which key resources are we acquiring from partners?

Which key activities do partners perform?

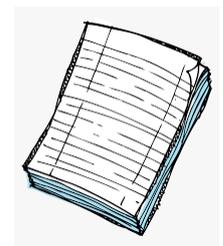


9. Cost Structures

What are the most important costs in the business model?

Which key resources are most expensive?

Which key activities are most expensive?



A second model involves the use of six key steps that can develop a successful business and drive transformation, in these six questions.

Remember clients can be internal as well as external. Anyone in the supply chain you are involve, think wider.

Step # 1. What can make my product or service more personalised to present and potential clients?

Step # 2. Where do my processes repeat themselves?

This is a big one, for money and time waisters.

The terminology is learning to close the loop, creating a more effective system.

Asset sharing, by utilising cutting cost of goods sold directly increased the cash-flow within business.

Step # 3. How can I use my assets across the business?

Step # 4. How can I get my customer base to grow and take advantage of a greater market share?

Increasing value or offering without incurring additional cost to the client. This is the goodwill phenomenon.

Having a clear collaborative ecosystem, can help to reduce cost of goods or services supplied through digital technologies.

Step # 5. What processes do I need to manage risk and relationship within the business and the outer supply chain?

Step # 6. How agile or adaptive is my business to change internally or externally?

Change will happen, but in all industries, there is history data captured through technology. Surprisingly, it is happening in your business as well in fact daily. This helps to identify the right projects for world's best practice.

Are you capturing it, effectively analysis it and applying it to your everyday problems and challengers?

How many of these six keys are you engaged in your business daily?

These are two of many transformation models out in the marketplace. But which is going to give the best return on investment (ROI) for you?

Let us discuss, so you can access the full power of this model and more when it comes to business modelling and transformation we are here to help.

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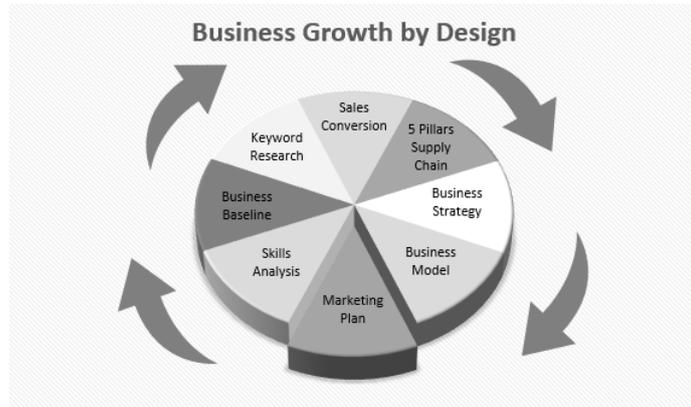
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Chapter 3. Market Plan Refreshed

Business growth by design: Marketing plan



Source: <https://www.consultancydd.com/>

Long-range planning works best in the short term.

Doug Evelyn, Smithsonian Institution executive

If you are finding this workbook of value, please let us know and send a review:

<https://www.consultancydd.com/business-transformation-success-book/#reviews>

Now that you have imagined your new market plan, let's get some details down.



What does your marketing plan look like with a LIMITLESS budget?

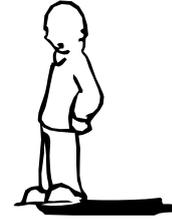
Who is responding, think GLOBALLY?



How does your marketing plan connect to your clients? How do they feel?



Why are they coming to you?



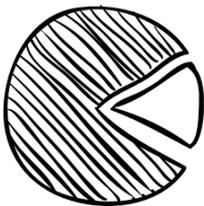
Now that you are ahead of your competitors what do you need to continue as an industry leader?



What do you symbolise as your strongest advantage?



What percentage of your revenue is invested into your marketing plan and its execution into the marketplace?



Once again these models and others are in the marketplace, in the book there is another model the six secrets. These ask related questions, with which we can assist.

To start there is a need to build your plan this can be done quickly by engaging with an external specialist such as us at Consultancy Done Differently (CDD) www.consultancydd.com or taking the longer route and developing these things on your own.

Remember you cannot buy back time, but you can make more money.

Some of the things you would need to consider spending in your marketing budget could include:

- Paid Promotions
- Marketing software
- Events
- Outsourced costs
- Marketing tactics to achieve goals

Then finally monitoring results and continual reviewing of the marketing plan, remember this should be a live plan.

Let us discuss, so you can access this model and more when it comes to business marketing plans and refreshers, we are here to help.

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Chapter 4. Skills Analysis Defined

Business growth by design: Skills analysis



Source: <https://www.consultancydd.com/>

The man who will use his skill and constructive imagination to see how much he can give for a dollar, instead of how little he can give for a dollar, is bound to succeed.

Henry Ford, founder of Ford Motor Co.

What do you need to know as a business owner or entrepreneur?

- Know your existing business and technology skills
- Gain knowledge of the business capabilities
- See which skills can be used to scale up the business

Can you draw any conclusions from the example in the book, outlined in the three statements at the beginning of the chapter?

What can be learned from your conclusion, and how might you do things differently?

Let us connect, so you can access this test and more when it comes to knowing your current, gaining and obtaining future skills to scale up your business, we are here to help.

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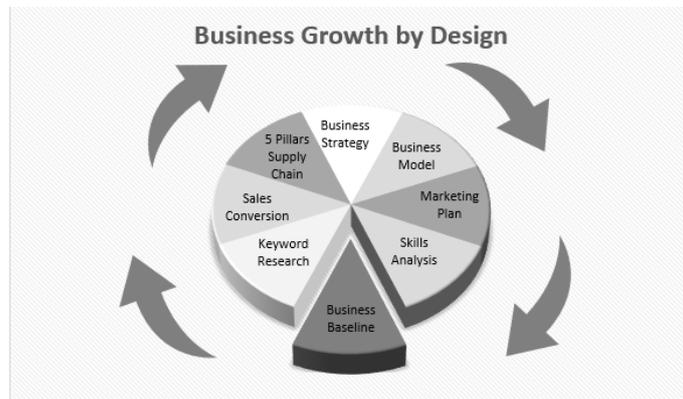
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Chapter 5. Online Business Baseline

Business growth by design: Business baseline



Source: <https://www.consultancydd.com/>

In business, the idea of measuring what you are doing, picking the measurements that count like customer satisfaction and performance ... you thrive on that.

Bill Gates, cofounder of Microsoft and philanthropist (from Politico.com, March 13, 2013)

- Measure the existing performance of the business online
- Have a baseline to measure business growth from
- Identify the online business blind spots and ways forward

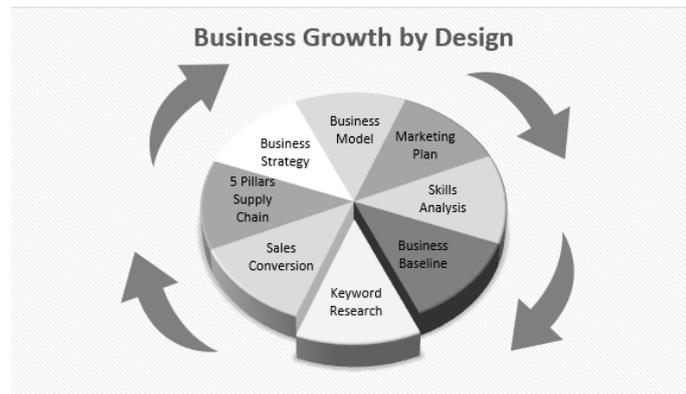
Try our 20-indicator challenge.

1. Total Organic Traffic – unpaid,
2. Average Time Spent on Page – measured through analytics,
3. Bounce Rate – measuring the time on the entire site before leaving,
4. Pages Driving Organic Traffic – where the most popular pages are being visited,
5. Traffic Value – this can be conversion rate, prospect to payer,
6. Visitor the geographic Location – this can help in focusing marketing campaigns,
7. Click-Through Rate (CTR) – getting to the top 10 results on the first page of a search,
8. Total Backlinks – connecting the website to other sites,
9. Backlink Quality – level of authority and relevance,
10. Total Pages per Session – where else are searches going to on the website,
11. Exit Pages – what is the last page searchers are leaving the website.

12. Broken Links – can be to a searcher’s frustration, keep on top of this,
13. Inner Links – help searchers navigate throughout the website making the experience more organic and enjoyable,
14. Average Page Speed – this is import as graphics can slow down the ping rate and be a frustration for the searcher,
15. Content Length – enough to establish credibility, trust, and expertise but not information overload,
16. Returning Visitors, percentage, and totals – can show that content is valuable to the searcher,
17. Link Velocity – a reporting function that measures the number of back-links being used for example in direct response to a marketing campaign,
18. Shares, Like and Comments – as part of websites there is social media platforms to measure awareness and conversion rates,
19. Dominant Keywords - which will be covered in chapter 6,
20. Competitor Rankings – getting a picture of where the business sits in the marketplace and seasonal effects on traffic

Chapter 6. Keyword Research Domination

Business growth by design: Keyword Research



Source: <https://www.consultancydd.com/>

If you're not making mistakes, you're not taking risks, and that means you're not going anywhere. The key is to make mistakes faster than the competition, so you have more chances to learn and win.

John W. Holt, author

What do you need to know as a business owner or entrepreneur?

- Know the industry keyword phrases for the business and that of the competitors
- Know the popular phrases needed to drive new business
- Know the industry online potential for growth

Once you know your avatar intermittently, it is time.

The next seven steps can give a clearer path to becoming an industry leader once you have a roadmap on how to get there.

Step # 1. Interview Industry Leaders.



Step # 2. Piggyback on Competitors and Brand wording.



Step # 3. Review Related Products and Services



Additional Questions you could ask include:

Are there some value adding and bonus activities that leading competitors are not engaging?

What could differentiate the offerings online and draw potential clients to buy?

Content is one quick way of getting a win, others could include:

Podcasts

Newsletters

Industry reports and articles

Social Media Groups,

What others could you think of?

Step # 4. What local word content do you have online to draw those searching.



Step # 5. Share Client Testimonies



Step # 6. Drill down into competitor's website flaws



Step # 7. Voice Searches



How do clients you provide products and/or services to speak, what type of vocabulary do they use?

Three simple questions clients may extensively use?

How do clients communicate their problems?

What language is used?

You can create your own keyword research domination within your niche, let us discuss how we can navigate these for your business website and more. When it comes to knowing your existing keyword research domination and the next step. Whether your business or venture is just starting out or taking full advantage of growth opportunities and moving forward to scale up your business, we are here to help.

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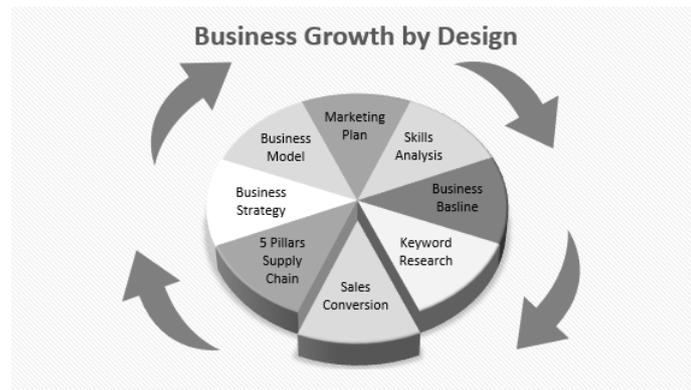
<https://www.consultancydd.com/product/business-basics-business-success/>

This could be your roadmap to building Keyword Research Domination



Chapter 7. Copywriting Domination – The Engine Room for Sales

Business growth by design: Sales conversion



Source: <https://www.consultancydd.com/>

*You read a book from beginning to end. You run a business the opposite way.
You start with the end, and then you do everything you must to reach it.*

—
Harold S. Geneen, chairman of ITT Corp.

Providing the content to leapfrog the competition online

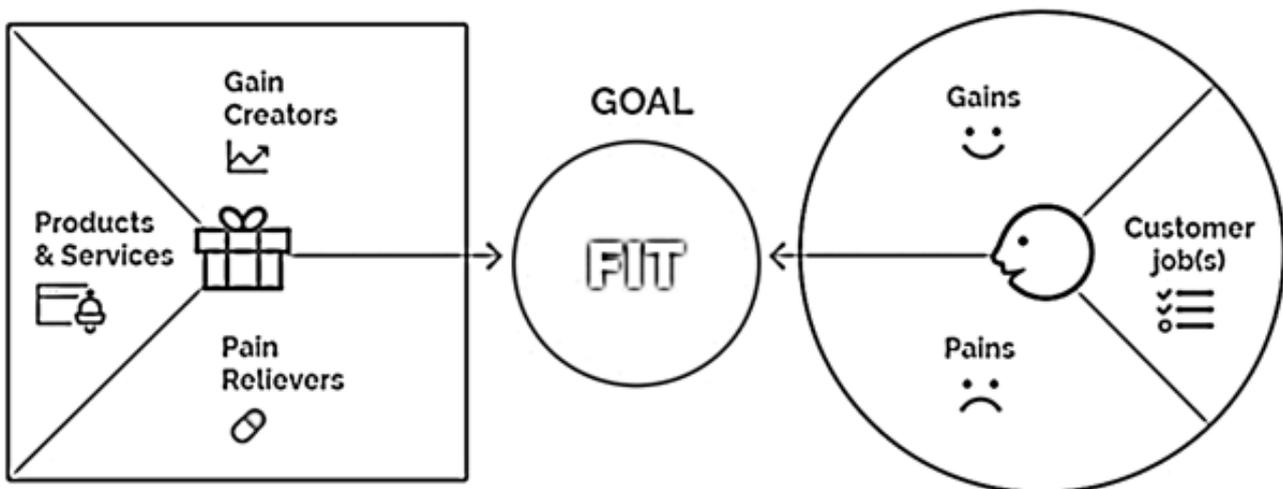
- Provide over 20,000 words of custom copywriting for your business
- Have the copy for ads, social media, product descriptions and sales letters
- Provide the content to leapfrog the competition online

Three steps to get the more ROI in this space starts with knowing your avatar.

Step # 1. Target Avatar.

This is covered in our Avatar building model through a specific set of questioning. The other formular that is covered in this chapter are the frameworks, tools, and methodologies to bring your story out to the marketplace.

Value proposition canvas – with the fit



Source: <https://www.consultancydd.com/>

Each of these components need to be responded to in the view of your avatars pain, relievers and gains not yours.

Job-to-be-done

What is the job the customer wants to get done in their work?

Pains

What is annoying or troubling my customer? The annoying thing most affecting our customer.

What is preventing them from getting the job done?

Gains

What would make my customer happy?

What would make their life and the job-to-be-done easier?

Products & Services

What are my products and services, I can offer my customer so they can get their job done?

Pain Relievers

How can you help my customer to relieve their pains?

What problems can you eradicate?

Gain Creators

What can I offer my customer to help them achieve their gains?

Highly effective and proven templates that draw on relevant, geographical, demographical, and sociographical to bring the most attention-grabbing headlines, video's, emails, ads as well as effective images and videos.

The biggest question is where are your clients, partners, ambassadors, and potential investors, if you can answer this you are halfway there. Because your focus and financial investment are going to be hitting the right market and your ideal avatar.

Looking at these questions to answer:

What channels can your ideal client be found?

An example, our client spends a lot of their time on social media, but which ones.

Just tick the ones you know for now, but you need to be sure remember your financial investment and effectiveness with depend on it. As well as your ROI.

- YouTube
- TikTok
- LinkedIn
- Facebook
- Instagram
- Snapchat
- Newspapers
- Industry Magazines
- Television
- Billboards
- Google Search
- Google Ads

This is so you can get above the noise of your competitors and everyone else trying to buy your ideal client's attention.



Step # 2 Target Avatar Journey

Understanding your avatars journey can give insight to the real pains and challengers others will never see. More importantly this can provide an awareness of the business or client cycle.

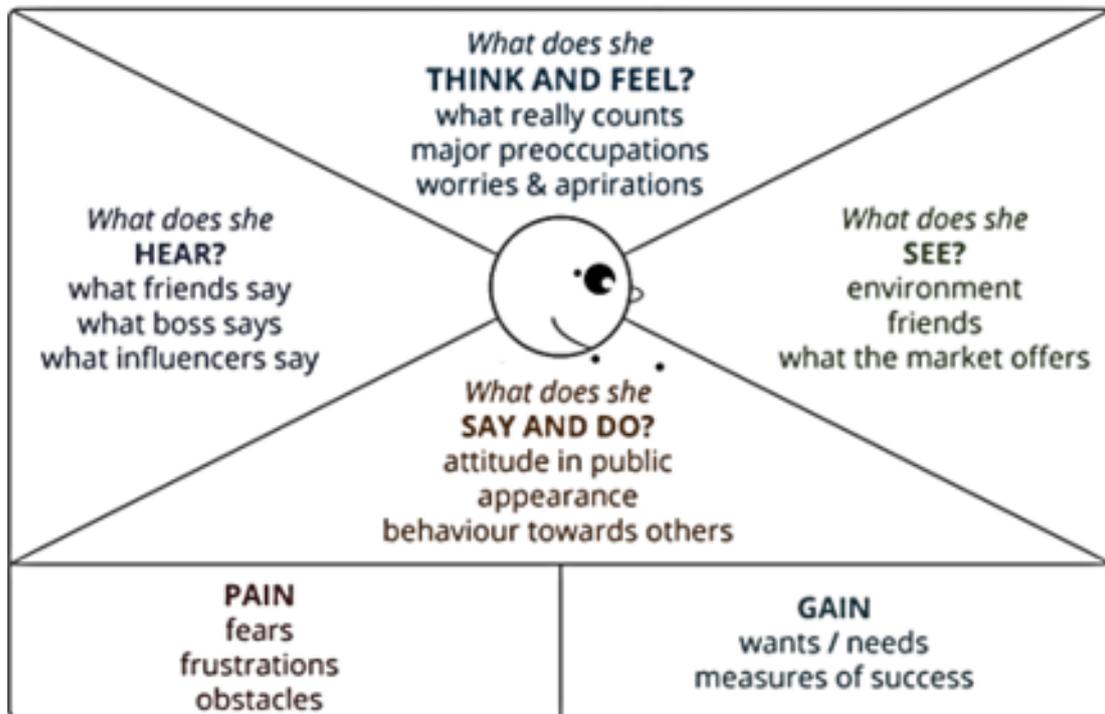
Some more question could include:

Are they seasonal buyers?

How aware on the internet are they?

Are there external influences driving their purchasing decisions?

What impact is the media or government decisions effecting their view of purchasing?



Step # 3. Sales Conversion Optimisation

The term intrinsic reward is a highly effective methodology to understand your avatar and what psychologically drives their decision-making. When you can know their reward and value language what you offer becomes powerful. It can include before and after, aha moments, solutions focused, bonuses, personally connected testimonials.

What language reward do you speak?

Remember the more advanced questions you ask, the more refined and effective your products and services become and desirable to convert more sales. This is in how everything that is copywritten becomes more tested and tested again. This proven process provides the content to leapfrog the competition online.

Let us discuss how we can get your sales content to the point of a copywriting domination within the industry, marketplace and beyond. We are here to help.

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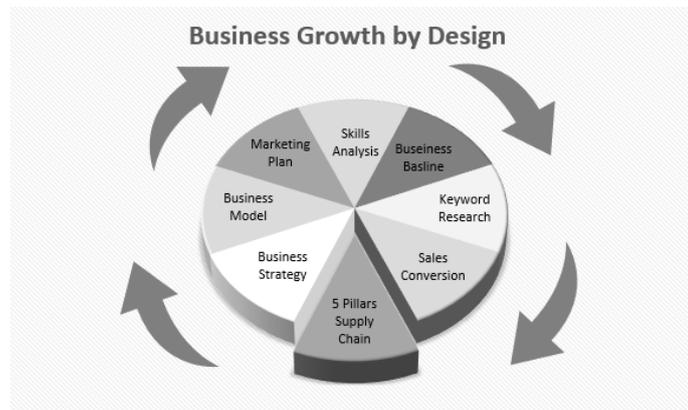
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Chapter 8. 5 Pillars the Supply Chain

Business growth by design: 5 Pillars supply chain



Source: <https://www.consultancydd.com/>

As more and more people wake up to the fact that further growth does not necessarily bring improvements in quality of life (and often exactly the opposite), sustainability is going to become one of the key characteristics with which places want to be associated.

Jonathon Porritt, British environmentalist, and writer

The Top 5 Pillars.

- Workplace Health & Safety
- Financial Management
- Capabilities
- Capacity
- Insurance

Pillar # 1. Workplace Health & Safety

How do you and your staff view workplace health & safety?

<https://www.consultancydd.com/work-health-safety-whs/>

Pillar # 2. Financial Management

Have you got all your fiscal management systems in place, and how are you driving them?

<https://www.consultancydd.com/financial-literacy-decoded/>

Pillar # 3. Capabilities

Can you confirm all your business's capabilities?

<https://www.consultancydd.com/your-business-capability/>

Pillar # 4. Capacity

Do you and your management team know the business's full capacity?

<https://www.consultancydd.com/your-business-capacity/>

Pillar # 5. Insurance

What about the business covering the higher productivity and investment made to take on the project?

<https://www.consultancydd.com/your-business-insurance/>

Is your insurance type covering your business sufficient or would you need to take on additional insurance to cover the project?

Finally on these 5 pillars the most important thing is to set up your recording systems and start building a data base of evidence on them. Do not be like most business owners and entrepreneurs that simply do not start.

The one thing you can guarantee if you do not start there is a zero percent chance of engaging in the opportunity of winning and entering supply chains, regional or globally.

Finally, there is additionally 5 new resources on how any business owner or entrepreneur can create operational business systems. Just click on this link for your copy.

<https://www.consultancydd.com/big-projectsupplier-3/>

So, let us discuss how we can get your recording systems and evidence to the point of becoming competitive within the ideal big projects and supply chains that best suit your products and services. Also, growing the business into other industries, marketplaces and beyond. We are here to help.

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Extra resource provided by: Matthew Bulat

<https://www.matthewb.id.au/Townsville/17ResilientLargeCityProjects>

Conclusion

It has been extremely exciting to write my first published book and an absolute pleasure preparing this workbook to support our current and future business owners and entrepreneurs.

Has there been some more **AHA** moments to start new projects and inspiration for the future as a business owner or entrepreneur?

Are you ready to start business transformation now?

Are you ready for the next step?



What is next?

Congratulations! You are closer to creating the successful transformational business or future venture you have been dreaming.

I hope, I have opened your eyes to new opportunities and excited you about the potential of working together and building your business or next big venture. If this has been a helpful workbook.

Imagine what it will feel like to drive a completely successful business or venture and can be an example to your family with your name on the brand and your awesome products and services helping to support and change big projects, communities, and families' lives.

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Thank you

Yours sincerely,

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CONSULTANCY DONE DIFFERENTLY (CDD)



