



groei.us Lessons

groei.us Lessons are Micro learning modules curated especially for small business and organised by the groei map across 12 key business areas. Each lesson consists of a 3-5 minute video overview of the topic, with a tool to make it easy for you use in your business.

0.1 self/mindset

- Understanding your Brain
- Emotional Intelligence for everyday
- Growth Mindset
- Achieve your Goals
- Manage Procrastination
- Overcoming Fatigue and Overwhelm
- Managing your Attention
- Problem Solving and Decision Making
- Developing Creativity
- Telling your Story
- Your role as Business Owner
- Personal vs business self (ego)
- Family dynamics
- Getting your mojo back
- Fit to fight

0.2 purpose

- Understanding the GROEI Map
- Why have a WHY
- What is your WHY
- How to use your WHY
- Thinking Big
- The 100 Year Plan (ikagai)
- Global goals and contribution

0.3 values

- Defining your Values
- Values vs Behaviours
- How to use values day to day
- Rituals and Celebration

0.4 customer

- Who is your customer
- Customer Segments
- What do customers really want?
- Customer feedback

1.1 people

- Getting help - outsourcing work
- Planning for Success
- Onboarding
- Interviewing techniques
- Giving feedback
- Basic coaching skills - GROW
- Questions every business owner needs to ask
- Building good partnerships
- Professional help - Accountants, Bookkeepers & Lawyers
- Managing your bank, landlord & other stakeholders

1.2 product

- Build out an Idea
- Minimum Viable Experience
- Standing out with your USP
- Know your market
- Know your competitors
- Pricing your product
- Product Road Map
- Basic stock management
- Supplier management
- The new world

1.3 process

- Map your processes
- Crayon accounting
- Cashflow basics
- Understanding your balance sheet
- Cash levers

2.1 leadership & strategy

- Creating accountability
- Tough conversations
- Diagnosing reality
- Knowing when & how to exit
- Small business director's responsibilities
- Managing the basics of risk
- What is insolvency?
- Firefighting vs problem solving
- Negotiation skills
- Conflict & high stakes conversations
- Scenario planning
- Your new normal business model
- Can we and should we grow?
- Future business trends

2.2 performance management

- Driving Success - a 20 mile march
- Measuring business performance
- Routines to drive your business
- 90 day planning
- Meeting management
- Team Decision Making

2.3 customer acquisition

- What is marketing?
- What is sales?
- Pitching your Business
- Finding more customers
- Sales Process
- Presentation Skills
- Building your community
- Quick sales fixes
- Build your sales funnel
- Digital marketing basics

2.4 quality & IP

- Protecting your IP
- Software for small business
- Intro to Cyber security

2.5 organisational design

- Managing people performance
- Skills Mapping
- Building Diversity

groei Lessons are in beta and more Lessons are being released each month.