

12 Week Mentoring Programme

BY MATT BROOKFIELD

Week	Agenda
Week 01	<p>Vision and Goal Setting</p> <p>You'll define a clear vision for your business, exploring both your long-term ambitions and your purpose. The session will guide you through setting SMART goals that are realistic and measurable, helping you break big ideas into manageable actions. You'll also look at aligning your personal values with your business direction to ensure sustainability and motivation. By the end, you'll have a focused plan, clearer priorities, and a stronger sense of direction.</p>
Week 02	<p>The power of social media</p> <p>You'll learn how to create a structured and purposeful social media strategy rather than posting reactively. This includes identifying the right platforms for your audience, planning content themes, understanding algorithms at a basic level, and measuring performance. You'll also explore content consistency, brand voice, and how to balance promotional and value-driven posts. The session will help you build confidence in showing up online and turning engagement into real business opportunities.</p>

Week 03

Market Research

This session will give you practical methods to identify and understand your target audience in detail. You'll explore customer profiles, behaviours, and pain points, alongside competitor analysis to see what others are doing well (and where they fall short). You'll also look at simple tools and techniques for gathering insights without large budgets. By the end, you'll be able to validate your ideas and make more confident, evidence-based decisions.

Week 04

Branding and Marketing Strategy

You'll develop a strong and consistent brand identity, including your messaging, tone of voice, and visual direction. The session will also cover how to align your branding with a clear marketing strategy so that everything you communicate works together to attract and retain the right customers. You'll explore positioning, differentiation, and how to make your business memorable in a crowded market. This will give you a solid foundation for all future marketing activity.

Week 05

Financial Management

You'll build confidence in understanding your business finances, including key concepts such as profit, cash flow, and expenses. The session will introduce simple budgeting techniques, pricing considerations, and how to interpret basic financial statements so you can make informed financial decisions. You'll also look at common financial pitfalls and how to avoid them. By the end, you'll feel more in control of your numbers and better equipped to plan ahead.

Week 06

Sales Techniques

You'll explore sales as a relationship-building process rather than a hard sell. This includes understanding customer needs, improving how you communicate value, handling

	<p>objections with confidence, and guiding potential customers towards a decision. You'll also review your current sales approach and identify areas for improvement. The session will help you develop a more natural, consistent, and effective way of converting interest into sales.</p>
Week 07	<p>Operations and Efficiency</p> <p>This session focuses on making your business run more smoothly. You'll learn how to review your current processes, identify inefficiencies, and introduce systems or tools to save time and reduce errors. You'll also explore time management, prioritisation, and delegation where appropriate. The goal is to help you create a more organised, scalable way of working that supports growth without overwhelm.</p>
Week 08	<p>Team Building and Management</p> <p>You'll gain insight into building and leading an effective team, whether you're hiring your first employee or growing an existing one. Topics include recruitment basics, setting clear expectations, managing performance, and creating a supportive and productive workplace culture. You'll also explore communication styles and leadership approaches that build trust and accountability. This session will help you feel more confident in managing people and developing a strong team dynamic.</p>
Week 09	<p>Customer Relationship Management</p> <p>You'll learn how to strengthen relationships with your customers beyond the initial sale. This includes managing customer interactions, gathering and responding to feedback, and creating a positive experience that encourages repeat business and referrals. You'll also look at simple systems for staying organised and consistent in your communication. The session will help you turn satisfied</p>

	customers into loyal advocates for your business.
Week 10	Risk Management You'll explore the types of risks businesses commonly face, from financial and operational to reputational risks. The session will help you identify potential challenges early and put simple, practical measures in place to minimise their impact. You'll also consider contingency planning and how to respond effectively when things don't go as expected. This will give you greater confidence in handling uncertainty.
Week 11	Networking and Partnerships You'll understand how to build meaningful business relationships that can support your growth. This includes practical networking techniques, how to communicate your value clearly, and how to follow up effectively. You'll also explore how to identify and develop mutually beneficial partnerships. The session will help you become more proactive and strategic in building your professional network.
Week 12	Scaling Your Business: You'll look at what it really means to scale a business sustainably. The session will cover when and how to grow, different funding options, and how to expand your operations, team, or market reach without compromising quality or control. You'll also explore the challenges that come with growth and how to prepare for them. By the end, you'll have a clearer roadmap for taking your business to the next stage.