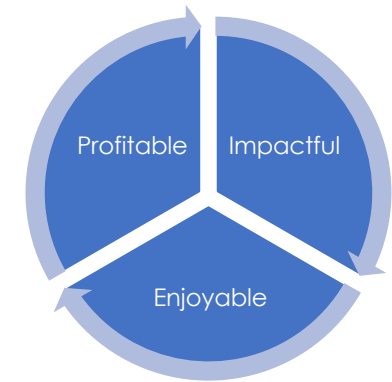


**Training Program for Small Business Owners Begins Jan. 20, 2021**

## **The Whole PIE Business Management System™**



*Join other like-minded small business owners committed to making their business more Profitable, Impactful, and Enjoyable in 2021*

### **Program Description**

A comprehensive 8-session program that trains small business owners how to implement **The Whole PIE Business Management System™**, a simple-but-effective small business management system designed to help your business become more profitable, impactful, and enjoyable.

Session 1- Jan 20: Your Business' Purpose

Session 2- Jan 27: Your Core Values & Value Proposition

Session 3- Feb 10: Your 3-Year Plan

Session 4- Feb 24: Your 1-Year and 90-Day Plans

Session 5- Mar 10: Your Flywheel of Accountability

Session 6- Mar 24: Right People, Right Seats

Session 7- Apr 7: Your Core Processes

Session 8- Apr 24: Bringing It All Together

[See Full Program Outline Below](#)

### **Program Outcomes**

If you're a small business owner, this program will help you:

- ✓ Figure out the four sheets of paper you need to run your business more efficiently
- ✓ Find more time in your week
- ✓ Implement simple but powerful action plans
- ✓ Run effective, laser-focused meetings
- ✓ Be more focused, disciplined and accountable
- ✓ Resolve recurring problems once and for all
- ✓ Simplify decision-making
- ✓ Identify and monitor your key business metrics
- ✓ Clarify your core processes
- ✓ Easily and effectively evaluate your people
- ✓ Manage change and make it stick

The Whole PIE Business Management System™



## Meet Your Instructor

The Whole PIE Business Management System™ was created by and is delivered by Andy Clark, LL.B, of Clarkie Consulting. Andy created the System after observing that many business owners are overwhelmed and missing the structure needed to tie their big ideas to the daily actions required to implement them—resulting in a cycle of inefficiency, frustration, and unmet objectives. Andy has over 20 years of professional experience in law and business, and is a skilled communicator, facilitator, and certified change management practitioner. He can be reached at 506.262.2590 or [andy@clarkieconsulting.ca](mailto:andy@clarkieconsulting.ca).



## Program Delivery

The program will be delivered via weekly two-hour interactive virtual training sessions. Participants will be expected to commit an additional two hours in between sessions to complete action steps between each session, with access to individual coaching as needed. See the Program Outline below for topics, tools, and outcomes for each session.

## Program Dates

January 20 – April 24, 2021. Sessions take place every other Wednesday from 3-5pm AST (first two sessions in January are back-to-back weeks).

## Registration Deadline: January 15, 2021

To register, contact Andy at 506-262-2590 or [andy@clarkieconsulting.ca](mailto:andy@clarkieconsulting.ca). Space is limited.

## Tuition

Program tuition is \$3,750 plus HST.

## Testimonials

What business owners have said about working with Andy:

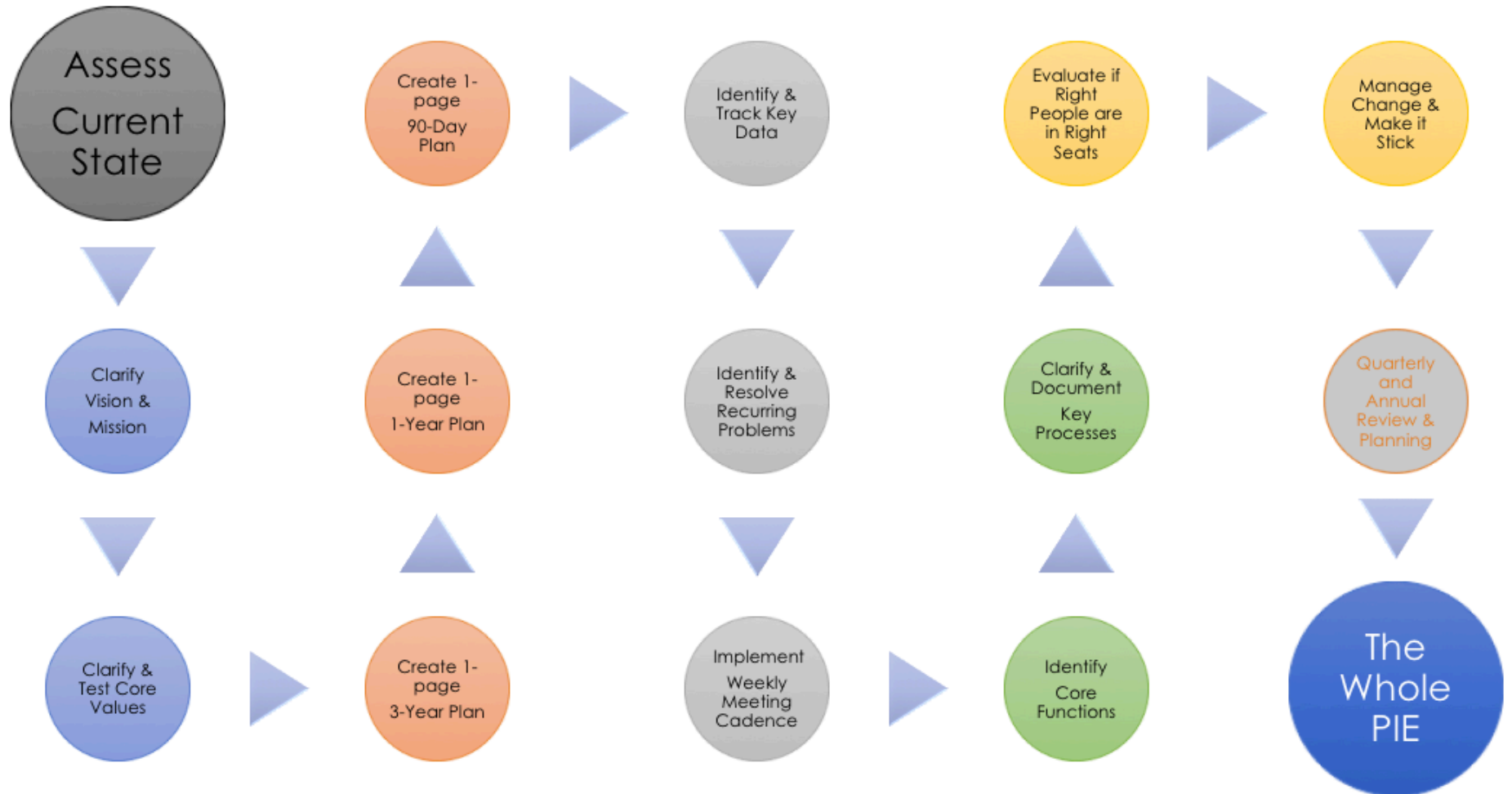
*"The Whole PIE System has been crucial in setting up my business for success and growth – all while enjoying the process of doing so!" – Janet White, Owner, JW Accounting Solutions*

*"Working with Andy has given us the focus, structure, and accountability we needed to achieve our significant growth targets over the last few years." – TJ Smith, Partner, Teed Saunders Doyle*

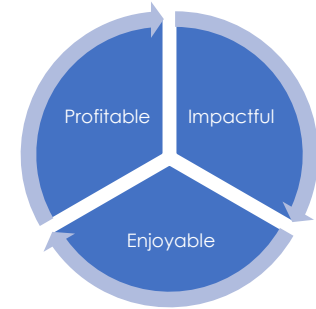
*"Andy helps you organize and align all the different parts of your business so you feel less overwhelmed and more confident you're on track to achieve your goals." – Shelley Quinlan, Owner, Fredericton Family Chiropractic*



# The Whole PIE Pathway™



# The Whole PIE Business Management System™



## Program Outline

Session 1: Your Business' Purpose		
<p><b>Topics</b></p> <ul style="list-style-type: none"> <li>• Program overview &amp; introductions</li> <li>• The Whole PIE concept</li> <li>• Setting you up for success</li> <li>• Clarifying your business' purpose</li> </ul>	<p><b>Tools</b></p> <ul style="list-style-type: none"> <li>• Business Assessment</li> <li>• The Stop Doing List</li> <li>• Purpose Statement Worksheet</li> <li>• Vision Statement Worksheet</li> </ul>	<p><b>Outcomes</b></p> <ul style="list-style-type: none"> <li>• Identify strengths and weaknesses in your 4Ps</li> <li>• Set objectives for the Whole PIE System in your business</li> <li>• Free up time in your week to get the most out of the program</li> <li>• Create/clarify your vision and purpose/mission statements</li> </ul>
Session 2: Your Core Values and Value Proposition		
<p><b>Topics</b></p> <ul style="list-style-type: none"> <li>• Clarifying your business' core values</li> <li>• Values-based decision-making</li> <li>• Creating your value proposition</li> </ul>	<p><b>Tools</b></p> <ul style="list-style-type: none"> <li>• The Core Values 5/4 Model</li> <li>• The VBDM Decision Tree</li> <li>• Value Proposition Worksheet</li> </ul>	<p><b>Outcomes</b></p> <ul style="list-style-type: none"> <li>• Identify and stress-test your top 5 core values</li> <li>• Simplify decision-making in your business</li> <li>• Identify your target audience, benefits, ideal client, and difference-maker</li> <li>• Clarify your business' value proposition</li> </ul>



### Session 3: Your 3-Year Plan

#### Topics

- Creating your 3-Year Plan

#### Tools

- The Big Picture

#### Outcomes

- Set your long-term profit, impact, and enjoyment goals
- Identify the key building blocks required to achieve them

### Session 4: Your 1-Year and 90-Day Plans

#### Topics

- Creating your 1-Year Plan
- Creating your 90-Day Plan

#### Tools

- The Big Picture
- The Quarterly Picture

#### Outcomes

- Set your short-term profit, impact, and enjoyment goals
- Identify the key building blocks required to achieve them

### Session 5: Your Flywheel of Accountability

#### Topics

- Data-driven accountability
- Dealing with issues, problems, and opportunities (IPOs)
- Meeting and planning structure and cadence

#### Tools

- The Key Data Tracker
- The IPO List
- The 6-Item Meeting Agenda

#### Outcomes

- Systematize accountability in your business
- Identify your key performance indicators
- Prioritize and handle your IPOs
- Learn how to plan and run efficient, effective meetings

### Session 6: Right People, Right Seats

#### Topics

- Right people vs. right seats
- Creating your ideal org chart
- Clarifying key roles for each seat
- Evaluating your people

#### Tools

- The Top 4 Org Chart
- The People Analyzer

#### Outcomes

- Evaluate your HR needs one year from now
- Clarify what all team members are accountable for in your business
- Learn a simple process to evaluate your people quickly and effectively



## Session 7: Your Core Processes

### Topics

- Identifying your core functions
- Creating/clarifying your key processes

### Tools

- The Top 4 Org Chart
- The Key Process Template

### Outcomes

- Create <3-page processes for each core function of your business
- Combine them to create your business' simple but effective operating manual

## Session 8: Bringing it All Together

### Topics

- Change management
- Assessing your progress
- Sustaining the momentum

### Tools

- The Prosci PCT Model
- The Prosci ADKAR Model
- The Go Forward Game Plan

### Outcomes

- Learn how to proactively manage change in your business
- Develop plan to implement and sustain the Whole PIE System across your business

