

# RAISE

## YOUR BUSINESS

**JOIN THE ONLY  
PROGRAMME THAT  
MARRIES PSYCHOLOGICAL  
SCIENCE AND POSITIVE  
MINDSET TRAINING WITH  
DYNAMIC BUSINESS**

[WWW.RYGP.CO.UK](http://WWW.RYGP.CO.UK)

## Who is You Can RAISE Your Business for?

**Starting!** You have a banging idea, but you're not sure how to bring your business ambitions alive?

You have some or no idea, but are busting to be your own boss and start a life-changing business?

**Re-Setting!** You're already in business but you would like some pep and process to re-set and respond to the post-COVID world?

**Upscaling!** Your business is going well but you want to burst through the barriers to growth and climb learning curves with speed, authenticity and without worry?

**WHERE ARE  
YOU IN YOUR  
BUSINESS  
JOURNEY?**

# HELLO THERE!



“For 25+ years, I’m proud to say that my **RAISE** team and I have transformed the lives of several thousand individuals, and several hundred businesses.

We do it by using the lessons learned from my early rollercoaster years as a serial entrepreneur, from making a million, losing it all and then re-building sustainably.

We do it by tapping into the DNA of outstanding people and world class businesses, capturing their magic ‘way’ of achieving success, modelling it and sharing it through our **RAISE** coaching programmes.

**RAISE** Your Business is the **ONLY** programme available that marries psychological science and positive mindset training with dynamic business growth strategies and processes.

We’d love you to come and join us, online or live, and enjoy tucking into an abundance of real and juicy case studies and proven tools that we guarantee will take you and your business to the next level whilst avoiding the costly mistakes that Business Schools don’t tell you.”

# WHAT YOU WILL LEARN.

Join Stalkie and his talented RAISE coaching team for a series of 'how-to' practical blueprints, featuring on-demand videos, unique interactive exercises and engaging resources.

## **Untap your desire and potential to build the mindset and entrepreneurial muscle required to grow your life-changing business**

- Create a purposeful, innovative, high engagement culture from day one using the assets you already have, playing to your strengths
- Define and understand your ideal target audience, establish exactly where they hang out and identify the most effective marketing platforms to entice them
- Bring your big ideas alive and focus on strategies that meet your clients' needs and solve their problems
- Discover and embed the fundamental processes and disciplines critical to the smooth running of a significant business
- Most importantly, enjoy creating a flourishing work life based on good profit and contributing to the prosperity and welfare of your colleagues, clients and community

# RAISE YOUR BUSINESS COURSE CONTENT

## What does the RAISE Your Business Programme look like?

The RAISE Your Business programme consists of 12 x 120 minute action-packed courses, offering a blend of live, on-demand and self-directed material - all of which can be used straight away in your working day.

Whether you prefer live, individual or peer-to-peer learning sessions with a RAISE Mentor, or self-directed online learning, our RAISE Academy digital platform gives you the option to learn at your own pace and place, using any device with internet access.



### **RYB COURSE 1**

#### **YOUR HERITAGE & UNIQUE SELLING PROPOSITION**

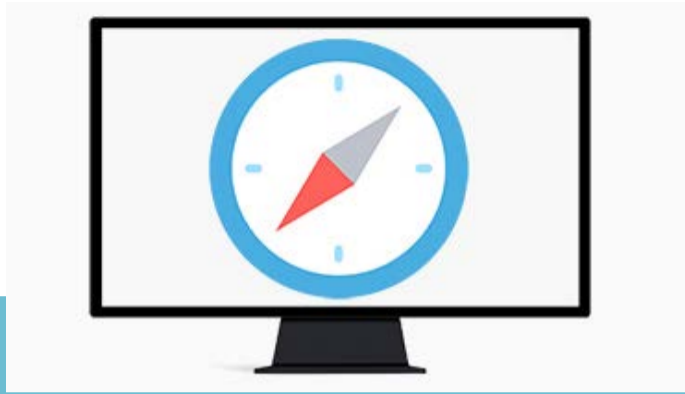
How to create your compelling heritage, brand story and Unique Selling Proposition in 5 easy steps.



### **RYB COURSE 2**

#### **HOW TO MAKE MISSION & VISION THE ROCKS OF YOUR BUSINESS**

How to define your why? and how? and bring them alive in everything your business does.



### **RYB COURSE 3**

**WHY CORE VALUES ARE YOUR BUSINESS'S TRUE NORTH**

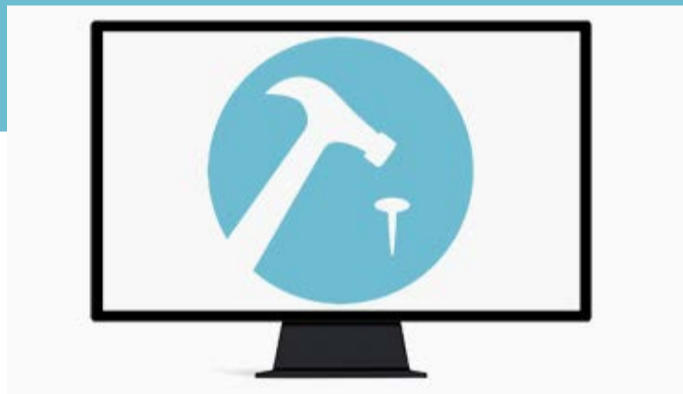
The 5 big benefits of core values and 12 secrets of how to embed them into the personality, culture and sustainable growth of your business.



### **RYB COURSE 4**

**THE 10 DAILY BEHAVIOURS GUARANTEED TO BOLSTER BELIEF IN YOUR BUSINESS**

Discover the 10 psychological must-have behaviours of self-belief, how to goal-set and apply them daily in your business.



### **RYB COURSE 5**

**HOW TO NAIL YOUR IRRESISTIBLE BUSINESS OFFERING IN 6 SIMPLE STEPS**

Getting your offering right is the dynamo that will convert your energy into sales - learn the fool proof model for wowing and winning loyal clients.



### **RYB COURSE 6**

**YOUR 6 STEP SEQUENCE TO PROACTIVELY & ETHICALLY SMASHING YOUR SALES TARGETS**

How to use the RAISE 6-step process to increase quote conversion, transaction value and frequency, lifetime value of each client, margin and recommendations.



### **RYB COURSE 7**

**HOW TO USE CUSTOMER FEEDBACK & MEASUREMENT TO UPSCALE PROFIT**

How to build highly engaged customers and sustainable profit using 3 trailblazing techniques to gather and measure high quality data, insights and feedback.



### **RYB COURSE 8**

**HOW TO USE COLLEAGUE FEEDBACK & MEASUREMENT TO UPSCALE YOUR PEOPLE**

How to use 6 tools to measure and create highly engaged colleagues – the backbone to building a successfully, sustainable and joyful culture.



### **RYB COURSE 9**

**ACCOUNTABILITY! - HOW TO MAKE SURE YOU, YOUR COLLEAGUES AND YOUR CLIENTS GET THE RIGHT THINGS DONE!**

How to build a massively effective accountability strategy for you to develop, grow and manage your colleagues.



### **RYB COURSE 10**

**HOW TO PRESENT WITH PASSION, AUTHENTICITY & PIZZAZZ**

How to achieve a brilliant presenter's mindset, how to use the neuroscience of storytelling together with 16 hacks to master your audience.



### **RYB COURSE 11**

**HOW TO SIZZLE YOUR DIGITAL AND ONLINE PRESENCE**

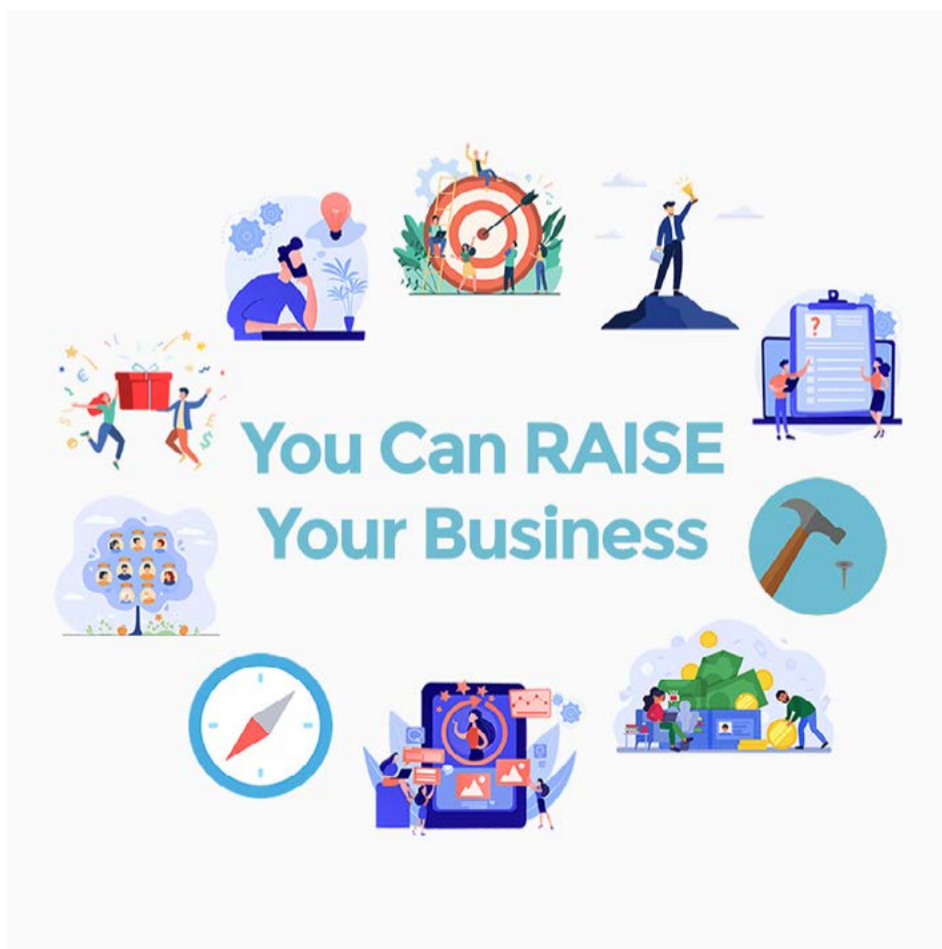
5 steps and 9 tools to build a digital marketing strategy to attract, convert, close and delight visitors to your website, socials and blog.



### **RYB COURSE 12**

**YOUR MONEY MATTERS! 7 TERRIFIC TRIGGERS TO DRIVER PROFITABILITY**

7 key financial management habits, from business plan and cashflow to getting clients to pay on time, which your business needs to fuel profitability and growth.





# YOUR INVESTMENT

## 1.

### ONLINE ONLY

- Self-Learn
- On-demand
- (90 minutes per course)

PER COURSE

**£57**

FULL PROGRAMME

**£547**

## 2.

### LIVE & ONLINE

- Self-Learn
- On-demand
- (90 minutes per course)
- Plus scheduled Live PEER TO PEER GROUP COACHING with a RAISE Coach (1 hour per course, via Zoom)

PER COURSE

**£97**

FULL PROGRAMME

**£907**

FULL PROGRAMME (3 instalments of)

**£333**

# OUR RAISE MISSION & VISION

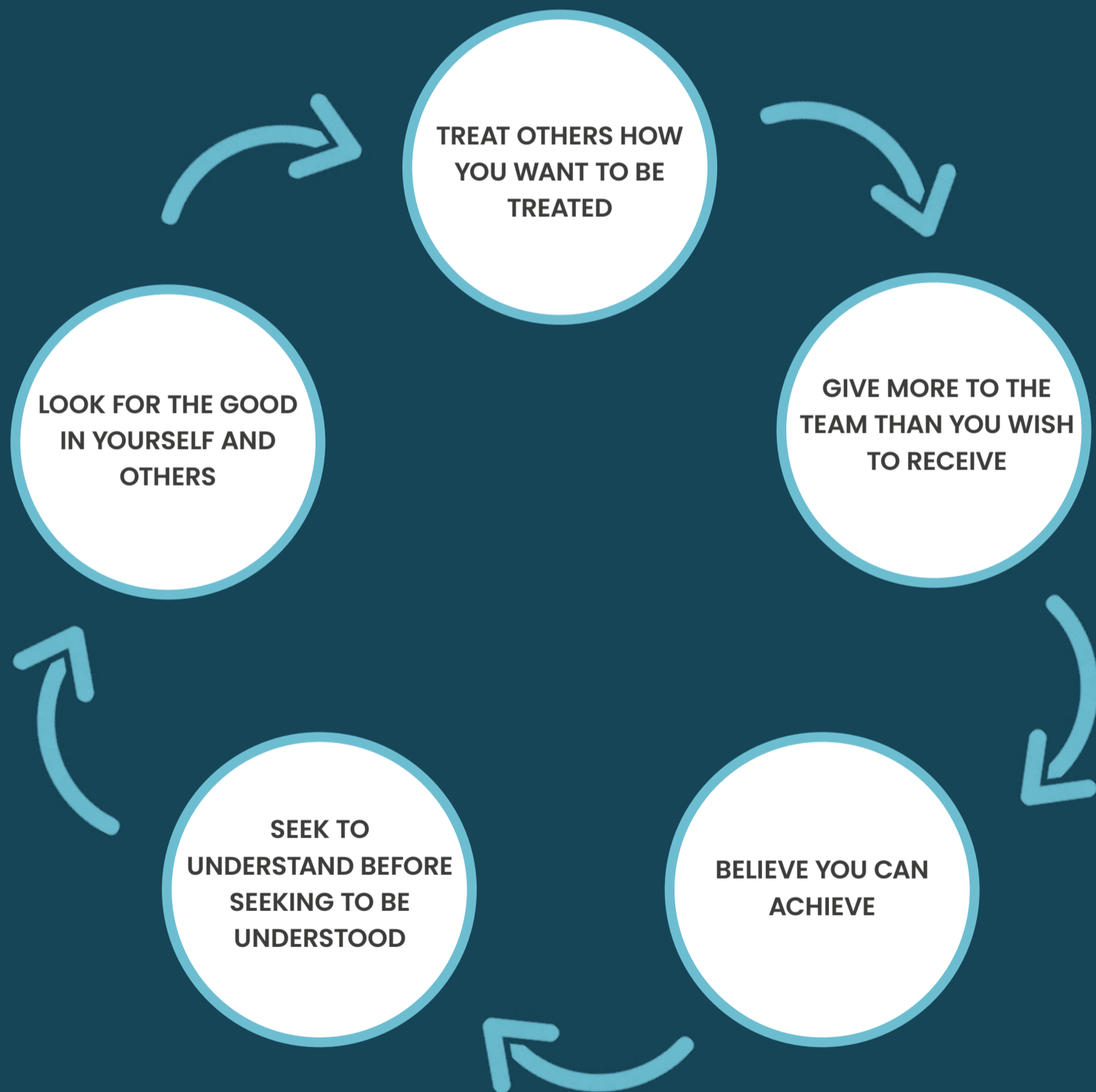
## OUR VISION

To give people their passion to ignite their potential.

## OUR MISSION

To make the world happier and more fulfilled.

# OUR CORE VALUES



# WHAT OUR RAISE DELEGATES SAY



**SIR CHARLES DUNSTONE**

FOUNDER, CARPHONE WAREHOUSE

"You have to try Stalkie to believe and see the reaction you get in colleagues because it is absolutely transformational. He has made a real difference to our business but done it for the right reasons because he absolutely unlocks the potential in people rather than teach them to be better robots for the company."



**SALLY-ANN DALL**

THE REGENERATION NURSE

"Following my own miraculous recovery from a lifetime of chronic illness using a holistic health model and life coaching of which RAISE has been a vital part, I was motivated to use my 15 years of being a nurse to retrain as a health and wellness consultant. The amazing RAISE Your Business programme has given me the kickstart and clarity I needed to bring the vision for my business alive!"



## **FRANK SHIVERS**

CEO & ENTREPRENEUR

"Stalkie gave me the belief in myself that I never had! I was an average pub landlord destined for an average life because I didn't believe I could get any better. RAISE literally lifted me up and changed my life. The path started with winning Publican of the Year. It then moved on to owning a group of bars and restaurants. I also ran for Westminster as an MP, became a director/shareholder of a Fortune 500 company and have owned several companies."



## **ANDREW HARRISON**

CHAIRMAN CARPHONE WAREHOUSE,  
CHAIRMAN WHOCANFIXMYCAR.COM,  
FOUNDER PARTNER FRESTON ROAD  
VENTURES

"One of the great things Paul has given me is courage. Courage to do the right things, as a business leader, is incredibly hard because its millions and millions of pounds of decisions that you make. He's given me the courage to believe that I want to create a legacy and a business that people are incredibly proud to work in."



## **JESS ADSHEAD**

GOLDEN BEAR THERAPIES

“Learning how to overcome blocks and fears has made me a new woman. For the first time in my life I can see a clear and positive future. I now have a thriving business educating, motivating and supporting people dealing with mental, emotional and physical challenges in creating the life they deserve. Stalkie, his team and the RAISE programmes have been my rocks in achieving this.”



## **MARK ELLIOTT**

EX RETAIL DIRECTOR SOFA WORKSHOP,  
LEADERSHIP & PERSONAL COACH

“Paul is a remarkable man – genuine, authentic and an incredible coach and mentor. I have benefited greatly from Paul’s guidance and appreciate his tried, tested approach. He is an extremely kind and generous man who only wishes to help people reach their best. I would wholeheartedly recommend him to any business small or large looking to improve engagement, customer satisfaction and financial results.”

# THANK YOU FOR JOINING.

Let's connect on social!



Website : [www.rygp.co.uk](http://www.rygp.co.uk) | Mail : [contactus@rygp.co.uk](mailto:contactus@rygp.co.uk)