

# Enterprise Leader Development Programme

This workbook belongs to: \_\_\_\_\_

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# An Introduction to the Enterprise Leader Development Programme

By **Richard Parkes Cordock, Programme Creator**

Hello! Welcome to the *Enterprise Leader Development Programme*.

Before you start studying this 21 day course, I'd like to give you a little background on its origins.

## **Entrepreneurs are the forerunners to Enterprise Leaders**

It's important to know that the precursor to the Enterprise Leader Development Programme was an audio-based training course I developed called *Millionaire MBA™ Business Mentoring Programme*.

*Millionaire MBA™* was built by interviewing successful entrepreneurs and business leaders. In creating *Millionaire MBA™*, it was my ambition to analyse what makes them successful and to understand precisely how entrepreneurs achieve extraordinary results against all odds where others don't.

Through interviewing 50 self-made millionaire entrepreneurs and by asking each of them a series of questions, I used NLP modeling techniques (**N**euro **L**inguistic **P**rogramming is the science of success) to decode and blueprint exactly what makes them successful.

*Millionaire MBA™* presents this blueprint and is now used by thousands of entrepreneurs and business owners around the world. *Millionaire MBA™* also provides much of the underlying framework for the *Enterprise Leader Development Programme* you're soon to undertake.

You'll hear an excerpt of *Millionaire MBA™* on Day 5 of this course, when 22 real-life entrepreneurs share with you the *Six Fundamentals of Business That You Must Master*.

## **Entrepreneurs ARE Leaders!**

It soon became obvious in creating *Millionaire MBA™* that entrepreneurs are often misunderstood, and certainly they're misunderstood in mainstream business. Most people only see entrepreneurs as 'risk takers', but in reality they're business leaders who achieve extraordinary results—more often than not, against all odds and with little or no resources.

It also became obvious that there's a common bond which unites all great entrepreneurs, and that bond is their mindset and their attitude. This is a mindset of belief (in themselves, in their team and by their customers) and it's a mindset of achievement and results. In short, it's the mindset of an exceptional leader.

### **Only entrepreneurial thinking will grow your company**

In many companies the word 'entrepreneur' is still frowned upon, even though every company ever created was first founded by an entrepreneur in some shape or form.

Believing that entrepreneurial thinking is not relevant to companies is actually harmful. It's a fact that ALL companies must be entrepreneurial in order to survive and grow and it's only through entrepreneurial thinking and entrepreneurial leadership that this will happen.

Companies must be innovative and creative to remain relevant to their customers; these in themselves are entrepreneurial words and it's therefore essential that you have people with these qualities in your company. The world is too competitive to sit back and do nothing.

### **Designed specifically for you and your company**

The *Enterprise Leader Development Programme* has been designed to bring the best of 'entrepreneurial thinking' and 'entrepreneurial leadership' to you and your company.

The course will not turn you overnight into an entrepreneur, but it will give you the tools to become a modern-day business leader with an 'enterprising attitude'. It will give you the tools to 'think like a business owner' and 'make decisions as if you were the owner of the company you work for'.

At the end of this 21 day course, you'll be equipped with the tools to help dramatically grow your organization's year-on-year results and, at the same time, accelerate your own career opportunities.

By using the research from *Millionaire MBA™* as the backbone for the *Enterprise Leader Development Programme*, you can be assured that what you're about to learn is a proven model for achieving extraordinary results.

The *Enterprise Leader Development Programme's* sole purpose is to unlock the potential of your company's greatest asset. This asset is its people. Right now you are your company's greatest asset and that is why you've been selected to become an Enterprise Leader.

If you haven't already read the introductory letter which accompanies this course, please do so now, as it contains important information on how to study this programme. If you don't have this letter to hand, you can read it online at [www.enterpriseleaders.com/readme](http://www.enterpriseleaders.com/readme).

I wish you every success in your new role as an Enterprise Leader and look forward to meeting you at some time in the future.

Richard Parkes Cordock  
Creator of the *Enterprise Leader Development Programme*

# Programme Overview

The *Enterprise Leader Development Programme* is a 21 day personal and professional development course designed to accelerate your skills and abilities as a business leader.

Over the next four weeks, you'll be introduced to the philosophy of Enterprise Leadership, a philosophy which is grounded in the world of successful entrepreneurs.

Entrepreneurs are famed for 'achieving extraordinary results against all odds with little or no resources – where others would fail,' and it's this ability to deliver results in the most demanding of environments that you'll learn and apply to your own work and career.

## Three Core Modules

The *Enterprise Leader Development Programme* is split into three distinct modules: these are, I BELIEVE (the leader), WE BELIEVE (the team) and THEY BELIEVE (the customer).

These core modules are broken down further into daily audio sessions and workbook exercises. In total there are 20 audio sessions and accompanying workbook exercises which are designed to be spread over four weeks of study. Each audio session is around 15-20 minutes long.

In total, you should expect to commit the following time to studying the *Enterprise Leader Development Programme*:

- Listening to (or reading) *Business Upgrade* – 4 hours
- Listening to 20 audio sessions of around 15-20 minutes per day – approximately six hours in total
- Completing 20 days of workbook exercises of around 15-20 minutes a day – approximately five hours in total
- Preparation and execution of the final exercises on day 21 – 2 hours

The total time you'll require to study the Programme (spread over four weeks) is around 17 hours.

Ideally, the course should be studied over four consecutive weeks, starting on Week 1 with the 'THEY BELIEVE (the customer)' module and its five audio sessions.

In Week 2, you should study the 'WE BELIEVE (the team)' module; again, this has five audio sessions. In Weeks 3 and 4, you should study the subject of 'I BELIEVE (the leader)' – this has ten audio sessions. The final session on day 21 includes a detailed review of the entire programme.

You may want to take a break between each of the three core modules. Please do not however rush through the programme and study more than one session per day. The programme has been designed to be studied little and often, using a compounding learning format to reinforce the learning from the previous days of the course, and if you deviate from this suggested learning format you will not receive the full benefit from the programme.

### **Amroze Technology**

The programme uses the backdrop of Amroze Technology, an international software company, to explain many of the principles of Enterprise Leadership.

Amroze has recently suffered many difficult business challenges such as poor sales, low staff morale, out-of-date products and services, customers leaving to go to their competitors, and a whole host of problems associated with a company in decline.

You'll hear in the programme how Amroze has turned its fortunes around with the help of Enterprise Leadership and, over the course of 21 days, you'll learn the tools, techniques and strategies they used to do that.

### **Your Mentors**

In the audio programme, you'll be mentored by five executives from Amroze Technology.

They are:

**Stephen Fox** - Chief Executive. Stephen recently joined Amroze in order to turn the company around and implement the principles of Enterprise Leadership.

**Lucy Robinson** - Chief Enterprise Leader. Lucy will explain in-depth to you the principles of Enterprise Leadership and why it is vital for everybody in your company to see themselves as an Enterprise Leader.

**Michael Redford** - Chairman. Michael is an extraordinarily successful entrepreneur and businessman who recently joined the board of Amroze with one thing in mind – GROWTH. Michael knows that the purpose of any company is fundamentally to grow and he can see the untapped potential in Amroze.

**Charlie Gardham** – Founder of Amroze Technology. Charlie founded Amroze Technology around 10 years ago and sold his shares in it some time ago when he retired. It was Charlie's passion, belief and desire for his business idea, and seeing the opportunity to provide a product and service to customers, that actually created Amroze in the first instance. Charlie will share with you why he believes all companies must be entrepreneurial to survive and grow.

**Tom McMillan** – External Mentor. Tom has been instrumental in implementing the principles of Enterprise Leadership deep within Amroze and helped initiate the rapid growth and increased profitability Amroze has recently enjoyed.



### **Business Upgrade**

Before you start the *Enterprise Leader Development Programme*, you should first listen to (or read) the book *Business Upgrade – 21 Days to Reignite the Entrepreneurial Spirit in You and Your Team*. This book will introduce you to Amroze Technology, the challenges they have faced in recent years, and will also introduce you to your mentors.

The book tells the story of Lucy Robinson (one of your mentors) and how she had just 21 days to uncover why Amroze Technology was performing so badly.

Included in your CD set for this programme are several CDs which contain the spoken-word audio version of *Business Upgrade*. If you would prefer a physical book to read rather than CDs to listen to, please contact the person who ordered this course for you, or, alternatively, you can order *Business Upgrade* from [www.amazon.co.uk](http://www.amazon.co.uk).

### **Workbook and Daily Exercises**

Along with the audio sessions that you'll listen to each day, you'll also be able to read a written summary of each session in your workbook. These summaries add another dimension to the learning in the course and also reinforce your learning with the use of exercises.

Each daily exercise offers you the opportunity to 'personalise' the course and apply the learning from the programme to your own circumstances. The final exercise in each day asks what you would do if you were 'Chief Executive' for a day, and what changes you would make as a result of new learning. At the end of the 21-day programme, you'll have over 100 new ideas on how to dramatically grow the company you work for.

### **Week 1—THEY BELIEVE (the customer)**

In the course, the three subjects of I, WE and THEY BELIEVE are reversed in order, and the programme starts with THEY BELIEVE (the customers). This is because your business starts with your customer. If you do not have a customer, you do not have a business!

The THEY BELIEVE module has five audio sessions in it, each lasting around 15-20 minutes. These are:

Day 1	<b>Growth Through Innovation, Creativity and Change</b>	You'll discover today that ALL companies must be entrepreneurial, creative and innovative in their thinking. In a world that rapidly changes and does not stand still, having creative ideas focused on your customer (and the ability to execute them) can be the difference between success and failure.
Day 2	<b>Gaining New Customers Through 'Word of Mouth Marketing'</b>	The ultimate show of belief in you by your customer is when they recommend you to their friends, family or business associates. This is known as word of mouth marketing and really is the most effective marketing approach you have at your disposal. Today you'll discover how to maximise your 'word of mouth' marketing ability, and ensure that every customer you have will ultimately recommend you, bringing a steady flow of new customers to your door.
Day 3	<b>How To Maximise The Lifetime Value of Your Customers</b>	With the high cost of acquiring new customers, it's vital that you maximise the lifetime value of your existing customers. Enterprise Leaders understand the need to 'love and value' their current customers and explore ways to sell new products and services to them. Today you'll learn the proven strategies and techniques to do this.
Day 4	<b>Why Everybody In Your Company Must Be A Salesperson</b>	Ultimately, business is about selling. Although not everybody in your company has direct responsibility for sales, everybody in your company must be able to clearly articulate your company's proposition. Learn today how to make sure your customers BELIEVE in you, and buy from you!
Day 5	<b>The Six Fundamentals of Business That You Must Master</b>	There are timeless, repeatable and consistent fundamental rules of business which all Enterprise Leaders must understand. Discover today the commercial principles which ALL successful business leaders run their companies by.

## **Week 2—WE BELIEVE (the team)**

In Week 2 of the programme, you'll examine the subject of WE BELIEVE (the team). In order for your business to be successful, it needs people, and it's your role as an Enterprise Leader to provide direction and guidance to these people.

Week 2 also comprises of five audio sessions of around 15-20 minutes each. These are:

<b>Day 6</b>	<b>People! The Key To Unlocking Your Profit Potential</b>	The success of a company is totally dependent on the performance of the people within it. Whether you lead a team yourself, or are part of a team, as an Enterprise Leader you must understand the invaluable contribution people make for the success of your company. Discover today the vital ingredients for creating successful teams.
<b>Day 7</b>	<b>7 Essential Steps To Make Your Team Believe</b>	Enterprise Leaders recognise the need to make people BELIEVE. A team that believes is unstoppable. Discover today the principles of WE BELIEVE and how you can inspire a team to achieve extraordinary results – against all odds.
<b>Day 8</b>	<b>How To Maximise Your Results Through Communication</b>	Language and communication are the tools of great leaders. Being able to inspire teams (and customers) through the clarity and choice of your words is powerful. Discover today the power of communication and your ability to create extraordinary results – simply by the words you use.
<b>Day 9</b>	<b>7 Proven Strategies To Get The Most From Your Team</b>	Words without action are ultimately meaningless. Enterprise Leaders recognise that it's RESULTS that count and that their ability to deliver results depends on the teams they lead, or are part of. Discover today how you can deliver results as an Enterprise Leader.
<b>Day 10</b>	<b>Motivation! How To Get Your People To Go The Extra Mile</b>	Having a passionate team who is motivated to achieve your company's goals is paramount. Understanding how to motivate people is an essential role for you as an Enterprise Leader. Learn today the tools great leaders use to achieve outstanding results.

### **Week 3—I BELIEVE (the leader)**

Lastly, in the final module of the course, you'll examine the subject of I BELIEVE (the leader). This section examines the subject of personal leadership and explores what it takes for you to achieve extraordinary results against all odds.

This module comprises of ten audio session or around 10-15 minutes. These are:

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|--------|---|---|
| Day 11 | <b>Half-Way Review And Introduction To Personal Leadership</b>        | For the remainder of the programme, you'll learn the subject of I BELIEVE. In order to lead others, leaders must first lead themselves. Discover today the principles of personal leadership and how you are ultimately responsible for the results you deliver.  |
| Day 12 | <b>How To Develop Unshakable Confidence &amp; Self Belief</b>         | Today you'll learn the first principle of I BELIEVE. The 'I' stands for 'I believe in myself'. Without rock solid self-belief and confidence in yourself and your company, you will not be able to inspire others to believe in you. Successful leadership is all about belief, and at a personal level, this is where it all starts. |
| Day 13 | <b>The Unstoppable Twin Force of Passion &amp; Desire</b>             | Success in business comes from being passionate and obsessive! Discover today the need for you to love what you do and have a burning desire to do it. For you to succeed as an Enterprise Leader, you must be PASSIONATE with a BURNING DESIRE to reach your goals.  |
| Day 14 | <b>How To Eliminate Your Fears, Doubts And Limiting Beliefs</b>       | As an Enterprise Leader, it's essential that you conquer your fears and limiting beliefs and step outside your comfort zone. Discover today the techniques you can use right now to extend your comfort zone and continue to grow as an Enterprise Leader.  |
| Day 15 | <b>How To Create Endless Opportunities And Make Luck Work For You</b> | Your success as an Enterprise Leader will not be dependent on luck. It WILL be dependent on you creating and acting upon opportunities and your ability to have total integrity with yourself and others. Discover today that 'Lies and Luck Don't Work' – and learn what really does work!   |

### **Week 4—I BELIEVE (the leader)**

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| Day 16 | <b>How To Achieve Extraordinary Results Through The Power of Goals</b> | Having a clear purpose and goal for what you're working towards is critical as an Enterprise Leader. Whether you're leading yourself or a team, the clarity of your goals will determine your success. Learn today the value of installing goals.   |
| Day 17 | <b>The 5 Advance Payments You Must Make To Reach Your Goals</b>        | Success as an Enterprise Leader requires hard work, self-discipline and sacrifice. It requires energy and urgency. Learn today the cost of being a successful Enterprise Leader.  |
| Day 18 | <b>How To Achieve Any Goal You Set For Yourself</b>                    | Success in business can be a constant uphill struggle. More often than not, success comes as a result of continually chipping away at your goals. Learn today the role that persistence, tenacity and the refusal to accept no for an answer will have in reaching your goals.                                |
| Day 19 | <b>Why Experiencing Failure Is Essential For You To Succeed!</b>       | There can be no success without first experiencing failure. Success and failure go hand-in-hand, and it's only from failure that you can ultimately experience success. Discover today how essential it is to see failure as a positive and to look for the seed of opportunity that comes from each setback. |
| Day 20 | <b>Your Role as an Enterprise Leader</b>                               | Today you'll explore your own role as an Enterprise Leader and discover how to bring the whole philosophy together. You'll also discover today the role the Chief Enterprise Leader plays in the overall success of your company.   |

### **Review Day**

The course wraps up on Day 21 with a final review. This session is a little longer than the others as it serves as a necessary 'recap' to the whole programme and introduces you to your final exercise.

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| Day 21 | <b>Final Review &amp; Final Exercise</b> | On this final day you'll hear from Richard Parkes Cordock, the course creator, as he reviews the past 20 days and shares with you in his own words how you can use the course to generate the greatest results for you and your company. |
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### **Your Final Exercise**

The final exercise on Day 21 requires you to move from being the student, to becoming the teacher. The greatest way to learn a subject is to teach it, and, therefore, in your final exercise, you'll be required to give a short presentation to five of your colleagues. In this presentation, you'll introduce them to the principles of Enterprise Leadership and summarise to them all that you've learnt over the past 21 days, starting, of course, with the principles of I, WE and THEY BELIEVE.

### **A Pocket-Sized Notebook**

Over the next few weeks, make a habit of carrying with you at all times a pocket-sized notebook. Carrying a notebook is a common trait of successful entrepreneurs, and it's also a common trait of successful Enterprise Leaders. You'll never know when a good idea is about to strike, and, as you'll hear in Day 1, it's ideas that will grow your business and it's your ideas which have value. Never let a good idea slip away by not capturing it.

### **Your Next Steps**

Before you start the full programme, you should:

- Listen to (or read) *Business Upgrade*
- Listen to the audio introductory session
- Familiarise yourself with this workbook
- Plan out your preferred study time, and complete the study schedule on the following page

# Study Schedule

THEY BELIEVE (the customer)		Planned Date For Study	Actual Date Studied
Day 1	Growth Through Innovation, Creativity and Change		
Day 2	Gaining New Customers Through 'Word of Mouth Marketing'		
Day 3	How To Maximise The Lifetime Value of Your Customers		
Day 4	Why Everybody In Your Company Must Be A Salesperson		
Day 5	The Six Fundamentals of Business That You Must Master		

WE BELIEVE (the team)		Planned Date For Study	Actual Date Studied
Day 6	People! The Key To Unlocking Your Profit Potential		
Day 7	7 Essential Steps To Make Your Team Believe		
Day 8	How To Maximise Your Results Through Communication		
Day 9	7 Proven Strategies To Get The Most From Your Team		
Day 10	Motivation! How To Get Your People To Go The Extra Mile		

I BELIEVE (the leader)		Planned Date For Study	Actual Date Studied
Day 11	Half-Way Review and Introduction To Personal Leadership		
Day 12	How To Develop Unshakable Confidence & Self Belief		
Day 13	The Unstoppable Twin Force of Passion & Desire		
Day 14	How To Eliminate Your Fears, Doubts And Limiting Beliefs		
Day 15	How To Create Endless Opportunity And Make Luck Work For You		

## Study Schedule

<b>I BELIEVE (the leader) cont'd</b>		<b>Planned Date For Study</b>	<b>Actual Date Studied</b>
16	How To Achieve Extraordinary Results Through The Power of Goals		
17	The 5 Advance Payments You Must Make To Reach Your Goals		
18	How To Achieve Any Goal You Set For Yourself		
19	Why Experiencing Failure Is Essential For You To Succeed!		
20	Your Role As An Enterprise Leader		

<b>Final Review and Final Exercise</b>		<b>Planned Date For Study</b>	<b>Actual Date Studied</b>
21	Final Review		
Final Exercise	Final Presentation To Five of Your Colleagues		