

# YOUR CLEAR EXECUTION PATH FOR SCALING



OCT 27TH  
FOR THOSE IN CHARGE  
OF GROWTH

## HAVE TWO WORLD CLASS MENTORS SHOW YOU HOW TO SCALE YOUR BUSINESS SALES & LEADERSHIP

Learn how they:

- Illuminate the scalable opportunities in a business
- Customise a unique strategic plan
- Recognise the right 'go-to-market' strategy
- Design and verify a do-able execution plan
- Forecast and then work to unmovable milestones
- Find and hire the right team
- Scale a performance culture to support the execution plan
- Crystallize leadership activities to a handful of potent actions

By the end of this day you will have a clear framework to view your business through and you will know what your next moves are.

### HOW WILL THE DAY WORK?

On the day, Ananda and Mark will present together, working you through their key obstacles that need to be solved, to scale your business.

As they workshop you through the content, Ananda and Mark will speak to each business to answer your specific questions in a definitive way.

### WHO IS IT FOR?

- Those in charge of growth.
- Those frustrated that business is not growing at the speed you can imagine.
- Stable business that are positioned to double.
- Businesses that can easily get a ROI on the days fee with increased sales.



MARK DOBSON

Mark (Dobbo) is a performance and leadership advisor to over 100 elite talents across sport, business and entertainment. His athletes have won medals at three Olympics, two Winter X-Games and have broken seven world records. While the University Mark was a founding member of in NYC, was praised by President Barack Obama for its innovation. It has since been scaled to create another 63 universities for the Bill and Melinda Gates Foundation.



ANANDA SUBBIAH

While at Hewlett-Packard, Ananda, had 7000 staff and personally closed multiple one-billion dollar deals.

Ananda has 28yrs experience leading sales, with GM and VP roles in multi-nationals including Oakton, Freestyle Technology, Amdocs and Mformation.

In NYC, Nyack College accredited him with a Bachelor's Business Administration (Technology Management) for his sustained success. In 2022 he led the Asia Pacific region of TOMIA to its growth targets before its recent sale.

Ananda's genius is something only really understood when he turns his attention to your business. When it comes to sales knowledge and the execution to a sales plan, Ananda has very few peers on the planet.

“Mark shrinks what is insurmountable into the activities that really matter.”

# THE 3 REASONS WHY BUSINESS GROWTH STALLS

## 1. NO MASTER PLAN

Most business owners approach their growth in a haphazard way at best. They are well intended and driven, yet, essentially their approach is led by ideas in the latest book, podcast or BBQ chat that has engaged them. Their growth is not mapped to a master plan with clear milestones, forecasts, time lines, market strategy, resource allocation and accountability, verified through a critical lens.

## 2. LIMITED DEPARTMENT KNOWLEDGE

A business owner is typically a master at one or two key things in their business, yet in all other parts they are not a master. As a result, these other crucial activities (marketing, sales, systems, legal, supply chain, compliance, hiring, etc.) are poorly lead and dramatically hinder the business.

When an owner does want to put world class strategy into these departments, they cannot find or recognise the talent they need to move quickly. The business stagnates. Time, money and moral are lost.

## 3. MAXED OUT LEADERSHIP SKILLS

Although many business owners can drive their people's performance and culture on a small scale, they don't know how to scale those standards when a team grows. Their leadership approach hits a ceiling of effectiveness and people problems quickly arise. Staff get disgruntled, they constantly complain, they under perform, demand more money, create divisions in the teams, undermine leadership, poorly influence new hires and make doing regular business activities hard.

To scale your business, you will need clear execution path that solves these obstacles.

## WORKSHOP DETAILS:

### DETAILS:

Thursday Oct. 27th  
8.30am to 5pm  
Surfers Paradise  
Venue to be confirmed.

### TICKET PRICE:

Single seat: \$995+gst

Multiple seats from the same  
business:

2 seats \$1,695+gst

3 seats: \$2,295+gst

4 seats: \$2,795+gst

**EARLY BIRD:** The first 5 bookings receive a 1hr follow up call with Ananda or Dobbo, two weeks after the day, to solidify your execution path.



To book, email [EA@dobbo.com.au](mailto:EA@dobbo.com.au) and we will send an invoice.