

# Business Success 360

**“Chase the vision, not the money, the money will end up following you.”**

**TONY HSIEH  
CEO OF ZAPPOS**

Do what you love and you'll never work a day in your life. This cliché has been repeated thousands of times, and it seems that people genuinely believe that it's true and that it's the key ingredient of a feasible business success formula. No one can't deny that you need to love what you do if you want to succeed, but this fairy-tale approach works only in motivational quotes.

In real life, you need much more than that. Many entrepreneurs have been trying to unearth the secret formula that would help them make it in business, but this concept is so elusive that sometimes it seems that luck is the most important factor.

Experience teaches that business success formula consists of the synergy of a good education, hard work, and an outside-the-box approach. Add a sprinkle of self-confidence, a penchant for rule-breaking, and a bold vision, and the formula is complete. Business Success 360 is an exclusively designed workshop that explores the various elements, skills, competencies, concepts and strategies that render all round business success.

## **Learning outcomes:**

On successful completion of the program, participants will be able to:

- Develop and apply holistic solutions to achieve business success

- Leverage variables related to the business environment, business thinking, business interactions and business outcomes
- Discover the value & impact of business mindset and apply it to achieve greater success
- Develop business skills in alignment with personal & professional goals
- Develop and apply strategies to realize professional and personal potential

### **Program content:**

- The tree of business
- Strategic business success
- Developing a successful business model
- Balanced business system
- Systemic innovation
- Customer success 360

### **Key Takeaways**

- 3 elements of the tree of business
- 4 perspectives of strategic business success
- 10 keys to startup success
- 6 elements of a business model
- 4 balancing perspectives of business strategy
- 10 success lessons from Amazon
- 10 success lessons from Google
- 10 success lessons from Facebook

### **Methodology:**

The program will consist of presentations, group discussions in each topic of the program. The delivery method of the program is based on the science of adult learning to maximize the learning outcomes.

### **Program Duration: 1 day**