



BUSINESS CAR=E BY IMAGINAL

LOOKING FOR THE 'SECRET FORMULA' TO GROW YOUR BUSINESS?

Business CAR=E helps business owners create more profit, ease, fulfillment and freedom

**IMAGINAL LTD -
WWW.IMAGINAL.CO.NZ**

Creating change for good



You deserve a business
you can love in every way

Business CAR=E is an holistic business improvement program designed to help business owners take control of their revenue, lifestyle and impact.

Business CAR=E

The formula for business success
in a changing world



CONNECTED*

Creating deep, real connection with your customers and their needs and then consistently adding massive value turns your customers into raving fans.



AUTHENTIC

Business that aligns with your values is an expression of who you truly are. This is fulfilling for you, plus creates trust, loyalty and outstanding performance in your team.



RESPONSIBLE

By taking full control of your business you can anticipate trends and risks, respond in a way that's proactive and aligned, increase your resilience and even benefit from crisis.



EXTREMELY PROFITABLE

Aligning your business systems and processes means you can make more money, reach more people and have more impact.

*C also stands for the 8 personality traits of the successful business owner: **care, consistency, certainty, contagion, condition, calm, clarity and courage.**

By applying the business CAR=E formula, you will

- Grow your profits rapidly and sustainably while living the lifestyle you want
- Turn your customers into loyal raving fans
- Create high performing, cohesive teams
- Make the shift from being a business operator to being a business owner
- Scale your business even in times of economic uncertainty
- Make your competition irrelevant by becoming a 'disruptive' brand

Over the period of only 4 months, we will work with you to

1

Create total alignment:

- Map and document your personal, lifestyle and business vision, values and goals
- Identify and eliminate the roadblocks to your success
- Align your business model and strategy

2

Connect deeply:

- Truly understand your customers needs
- Build relationships of trust and influence
- Create deep buy in with your team
- Lead with ease, care and confidence

3

Take control:

- Enhance resilience and create perpetual improvement
- Implement responsible, efficient systems and processes
- Anticipate and capitalize on developing market trends
- Scale intelligently - or plan your legacy

4

Transform yourself:

- Become an inspiring leader
- Shift from business operator to business owner
- Remove inner roadblocks & anchor change
- Reframed vision to ultimate achievement

Business success is 80% psychology, 20% strategy

Most challenges in business have their root cause in business owner's psychology, rippling out through their team, their customers and ultimately into their world.

Being a business owner is a personal development journey. We will help you take control of your mindset, overcome your mental barriers and embrace your unique value. Outcomes will multiply your impact, reach and revenue.



What makes us different



- We focus on psychology and mindset first, using world leading coaching methodologies and neuroscience to make your success inevitable
- Our market and legislative trend view allows you to navigate risks and capitalize opportunities that most others miss
- We work as a team, supporting you with a combined 50 years of entrepreneurial experience, corporate strategy, leadership and legal background
- Personalised coaching and unlimited email support to ensure the program is tailored to your needs and implemented with success



Apply for a free call today to find out whether Business CAR=E is the right program to grow your income, impact and freedom.

Email hello@imaginal.co.nz or [book directly here](#)

