

GrowBIG® Training is a comprehensive business development methodology, providing every skill needed to be successful. It's designed for technical professionals that have to retain and grow client relationships, even when they're busy. Over 150 peer-reviewed studies provide the science behind the proven steps taught in the training.

<p>Authentically Build Your Personalized Foundation</p> <p>Adopt The Right Mindset By Focusing On A Better Buying Process Create a client-centric, enjoyable, fast path to a yes 1</p> <p>Adapt Your Thinking To Win With Everyone Adapt to unique thinking styles to connect with anyone you work with 2</p>	<p>Efficiently Win Business In A Way Your Clients Will Love</p> <p>Listen And Learn For A Triple Win Ask well-designed questions that are a pleasure to answer, deepen relationships and give us a unique growth advantage 3</p> <p>Create Curiosity To Increase Engagement Leverage the intrinsic power of curiosity to attract attention and build momentum 4</p> <p>Build Everything Together To Get The Yes Use the science of small advances to get big results 5</p> <p>Position Your Offerings Uniquely To Be Chosen More Often Use the science of positioning to win more 6</p> <p>Talk About Money With Confidence Use mental heuristics and behavioral economics to get paid what you're worth 7</p>	<p>Authentically Create Demand For Work You Want Most</p> <p>Create Demand Through A Relationship Advantage Use the science of likeability and top-of-mindedness to create a relationship advantage 8</p> <p>Create Demand Through Your Expertise Leverage the science of strategically giving to generate traction for the work you want 9</p>	<p>Create Momentum Throughout The BD Process</p> <p>Plan And Execute Your BD Meetings To Make Positive Progress Efficiently plan and execute successful business development meetings, from informal introductions to high stakes finalist presentations 10</p> <p>Craft And Execute Client Growth Plans To Grow Your Impact Get your client team strategically aligned and operationally streamlined to grow 11</p> <p>Build Powerful BD Habits Hack your habits to grow your book of business and deepen relationships, even when you're really busy 12</p>	<p>Elevate Your Impact To Take Control</p> <p>Assess Your Progress To Move Forward Reflect on your growth and take your skills to the next level 13</p> <p>Develop Targeting Criteria To Focus Your Efforts Identify the specific, fact-based criteria to drive outsized results through prioritizing your BD efforts 14</p> <p>Foster New Relationships: Broaden Out And Ladder Up Meet the right new people in ways they'll want to bend their schedule to meet you, instead you bending yours to meet them 15</p> <p>Gain Traction With Early Stage Relationships Design your short-term interactions to create long-term success 16</p> <p>Grow Your Book Of Business, Your Relationships And Your Career Build your personal strategy and execution plan to gain control and live the life you want 17</p>
--	---	--	--	--



Guide your team through the important aspects of Give to Grow.

GrowBIG® Leader Training is a cutting-edge system showing leaders how to drive growth and embed GrowBIG® into the part of the organization they lead, creating a winning team mentality.

<p>Define What Growth Leadership Means For You Create your own personal and authentic leadership framework 1</p>	<p>Craft Your Growth Strategy Set a strategy to proactively focus your team on the most important elements that will drive the growth you want 2</p>	<p>Determine Your Measures Of Success That Will Create A Winning Team Mentality Translate your strategy to metrics that you and your team can control, so it's easy to stay on track, even when busy 3</p>	<p>Orchestrate Coaching Conversations That Drive Growth Learn to build the capabilities of your team so you can scale your efforts in a way everyone will love 4</p>	<p>Launch Your Plan Flawlessly Map out the perfect plan to start strong and maintain momentum to have the long-term impact you want 5</p>
--	--	--	--	---