

The Business Owners Mastermind



The 12-Month Programme That Transforms Operators into Strategic Leaders

Kent Business Consultancy Ltd

The Challenge Every SME Owner Faces

Even the most driven SME owners often encounter significant barriers when attempting to transition from daily operations to strategic leadership. This shift is crucial for sustainable growth but is frequently hindered by common pitfalls that can stifle progress, lead to burnout, and prevent the business from reaching its full potential.

The Owner-Operator Trap

Many founders are indispensable to every facet of their business, performing crucial tasks daily. While dedication is admirable, this 'do-it-all' mentality limits time for strategic planning, innovation, and long-term vision, making scaling nearly impossible without immense personal cost.



Struggling with Delegation

A pervasive challenge is the reluctance or inability to delegate effectively. Owners often feel that only they can perform tasks to their desired standard, leading to a bottleneck of responsibilities, underutilised team potential, and a constant state of overwhelm.

Lack of Clear Strategic Vision

Without dedicated time for strategic thought, businesses can drift, responding to immediate demands rather than pursuing a cohesive growth plan. This reactive approach can result in missed opportunities, inconsistent market positioning, and a feeling of being stuck in a rut.



Ineffective Time Management

The demands on an SME owner's time are relentless. Juggling sales, marketing, operations, finance, and HR often means that essential leadership activities are pushed aside, impacting business development and personal well-being.

Recognising these challenges is the first step towards transforming your role from a hands-on operator to a visionary leader, capable of steering your business towards significant and sustainable growth.

What if your business could grow by 50% whilst you worked 20% fewer hours?

What if you could build a team and systems that executes brilliantly without your constant involvement?

What if you could increase your business valuation by 3-5x in the next 24 months?

These aren't fantasies. They're the outcomes achieved by SME business owners who commit to mastering the eight pillars of scale.

The Challenge Every SME Owner Faces

You built a successful business. You've got clients, revenue, and a growing team. But somewhere along the way, you became the bottleneck. Every decision waits for you. Every problem lands on your desk. Every growth opportunity requires you to work harder.

Sound familiar? You're working 60-hour weeks but can't seem to break through the revenue ceiling.

Your team are capable, but they're not taking ownership. Your systems exist in your head, not on paper. And the thought of selling your business one day? It's worth far less than it should be because it can't run without you.



The Solution: A Systematic Approach to Scale

The Business Owners Mastermind is a 12-month intensive programme designed specifically for established SME owners (£500K-£10M turnover) who are ready to transition from operator to strategic leader.

Programme Format



24 Fortnightly Workshops

90 minutes each covering every aspect of scaling your business



Cohort-Based Mastermind Learning

12-16 fellow SME owners facing similar challenges and solving them together.



Proven Frameworks

Models developed from working with hundreds of scaling businesses



Diagnose and Design

Breakouts in every session to apply learning immediately to your business

Fortnightly Implementation Challenges

Peer accountability to ensure action between sessions

Private Community Access

Ongoing support, resources, and connections

This isn't theory. It's not motivational fluff. It's a systematic, step-by-step transformation of how you lead, operate, and grow your business.

What You'll Achieve: Workshops 1-12

Each workshop focuses on one critical aspect of scaling your business, with immediate implementation to drive results.

01

The KBC Scale Audit™

Outcome: A complete diagnostic of your business across eight strategic pillars, with your top three growth priorities identified for the next 90 days. You'll know exactly where your business is strong and where the bottlenecks are hiding.

What if you could see exactly where to focus to unlock your next stage of growth?

03

The Leadership Reset™

Outcome: Shift from firefighting operator to strategic CEO. Design your ideal week as a leader, not a doer. Begin holding leadership-only review meetings that transform how your team performs.

05

The Profit Protocol™

Outcome: Identify and fix hidden profit leaks using the 7 Profit Leaks Map. Increase at least one margin metric by 5% within 30 days, adding thousands to your bottom line.

07

Marketing Momentum™

Outcome: Build predictable lead flow with the Message-to-Market Map. Launch a 30-day content rhythm that positions you as the obvious choice in your market.

09

Customer Excellence & Retention Power™

Outcome: Turn customers into ambassadors using the Customer Journey Ladder. Launch an NPS or testimonial programme that generates referrals and improves retention.

11

Team Culture Accelerator™

Outcome: Build a culture that scales using the Values-Behaviour-Habit Pyramid. Launch a monthly recognition ritual that reinforces desired behaviours throughout your organisation.

02

The Time Freedom System™

Outcome: Reclaim 10+ hours per week through the 4D Focus Model. You'll implement a Freedom Calendar that protects time for strategic work whilst eliminating low-value tasks.

04

Delegation Mastery & Accountability™

Outcome: Build a self-managing team through the RACI + 3KQ Framework. Permanently delegate five recurring tasks with clear outcomes and accountability measures.

What if your team could solve problems brilliantly without waiting for your input?

06

Systemise for Scale™

Outcome: Replace chaos with consistency using the Automation Ladder. Document your first Standard Operating Procedure (SOP) and identify the next automation opportunity.

08

Scaling Sales™

Outcome: Move from owner-led selling to a team-led sales engine. Script your new 5-step close process and implement daily pipeline reviews that drive consistent revenue growth.

What if revenue growth didn't depend entirely on your personal sales efforts?

10

Financial Visibility & Scale Metrics™

Outcome: Know the numbers that drive growth through the KBC Dashboard. Create a weekly KPI sheet that gives you complete financial visibility and enables data-driven decisions.

12

Strategic Growth Plan & Asset Builder™

Outcome: Integrate everything into a comprehensive 12-month growth roadmap using the KBC Growth Roadmap framework. Present a board-ready strategic plan that aligns vision, strategy, metrics, people, and systems.

What You'll Achieve: Workshops 13–24

Building on the foundations established in the first half of the programme, these workshops elevate your strategic capabilities and further embed systems for autonomous growth, enabling you to truly step into the role of a visionary leader.

01

Advanced Leadership & Vision Alignment™

Outcome: Refine your leadership vision and ensure every team member is aligned with company goals, using a cascading objectives framework. You'll move from mere communication to genuine organisational alignment.

What if your entire organisation moved in lockstep towards your strategic objectives?

03

Financial Forecasting & Cash Flow Optimisation™

Outcome: Master advanced financial modelling and implement proactive cash flow management strategies to ensure sustained liquidity, fund growth initiatives, and predict financial outcomes with greater accuracy.

What if you could predict financial outcomes with confidence and navigate market fluctuations with ease?

05

Strategic Marketing Playbook™

Outcome: Create a multi-channel marketing playbook that consistently generates high-quality leads, strengthens brand presence, and positions your business as an undeniable market leader.

What if your marketing efforts were a predictable engine for growth, not a gamble?

07

Advanced Customer Journey Mapping™

Outcome: Deep-dive into customer feedback loops and implement strategies to create exceptional customer experiences that foster unwavering loyalty and passionate advocacy, turning customers into your best marketing asset.

09

Exit Strategy & Valuation Maximisation™

Outcome: Understand the key drivers of business valuation and begin structuring your business for a successful future sale or transition, even if it's years away. You'll build a business that is truly an asset.

What if every strategic decision you made today contributed to maximising your future exit value?

11

Innovation & Future-Proofing™

Outcome: Implement a systematic approach to innovation within your business, staying ahead of market trends and ensuring long-term relevance and sustained competitive advantage. You'll create a culture of continuous improvement.

02

High-Performance Team Building™

Outcome: Implement a structured recruitment process to attract top talent and integrate them effectively. Develop a robust onboarding programme that fosters commitment and rapid productivity.

04

Technology & Innovation Roadmap™

Outcome: Develop a technology strategy that leverages automation and innovative tools to drive efficiency, enhance customer experience, and create a sustainable competitive advantage.

06

Sales Process Optimisation™

Outcome: Refine your sales pipeline, implement advanced CRM usage, and train your sales team for complex negotiations and higher conversion rates. This ensures your revenue engine runs smoothly and predictably.

08

Performance Management & Reviews™

Outcome: Establish a robust performance review system that fosters continuous improvement, professional development, and fair compensation structures, ensuring your team is always growing and engaged.

10

Risk Management & Business Resilience™

Outcome: Identify potential business risks and develop comprehensive contingency plans to ensure continuity and stability through unforeseen challenges, safeguarding your hard-earned growth.

12

The Fully Integrated Business Blueprint™

Outcome: Consolidate all learnings into a comprehensive, actionable 3-5 year strategic plan. You'll present your refined business blueprint, ready to lead an autonomously thriving, highly valuable enterprise.

Imagine having a crystal-clear roadmap to a business that runs like clockwork, giving you back your time and multiplying your wealth.

What You'll Achieve: Workshops 13–24

The second half of the programme focuses on advanced leadership, operations, and building a genuinely valuable business asset.



Workshop 13: Strategic Decision Model™

Outcome: Make faster, better leadership decisions using the Decision Diamond framework. Analyse data, impact, risk, and timing systematically for every key choice.



Workshop 14: AI & Automation Advantage™

Outcome: Multiply team capacity through technology. Deploy your first AI or automation tool to eliminate repetitive tasks and free up hours of productive time.

What if technology could handle your team's repetitive workload?



Workshop 15: Brand Authority Engine™

Outcome: Turn expertise into inbound equity using the Authority Triangle. Publish signature insights weekly that position you as the go-to expert in your field.



The Combined Impact: Your 12-Month Transformation

Whilst each workshop delivers immediate value, the real magic happens when these frameworks compound over 12 months. Here's what business owners typically achieve:



Months 1-3: Foundation & Liberation

- Complete diagnostic of your business with clear priorities identified
- Reclaim 10-15 hours per week through systematic time management
- Shift from operator mindset to strategic leader
- Begin delegating effectively with accountability built in
- Identify and fix your biggest profit leak

"By month three, I'd reclaimed my evenings and weekends. The business was running smoother, and I was actually leading for the first time in years." - Sarah T., Manufacturing



Months 4-6: Systems & Revenue Growth

- Document key processes and begin automation
- Build predictable lead generation through consistent marketing
- Implement team-led sales process that removes you from the equation
- Increase customer retention and generate referrals systematically
- Gain complete financial visibility through KPI dashboards

"Revenue grew 23% whilst I worked 30% fewer hours. The systems we built meant the team could execute without me." - James R., Professional Services



Months 7-9: Leadership & Operations

- Build a culture that scales with clear values and behaviours
- Complete 12-month strategic growth roadmap
- Make faster, better decisions using proven frameworks
- Deploy AI and automation to multiply capacity
- Build personal brand authority that drives inbound opportunities
- Implement cashflow forecasting and weekly reviews



Months 10-12: Scale & Asset Building

- Achieve operational excellence with standardised performance
- Develop leaders who coach and build capability throughout the business
- Install boardroom thinking with proper governance
- Prepare funding options for next phase of growth
- Explore partnership and joint venture opportunities
- Increase business valuation by improving key value drivers
- Create succession plan and exit readiness strategy

"We had three acquisition offers in month eleven. Our valuation was 4.2x what it would have been 12 months earlier. We chose not to sell because the business was finally working for us." - David M., Technology



By Month 12: You've Built a Wealthy, Valuable Asset That Runs Without You

Is This Programme Right for You?

The Business Owners Mastermind is designed for established SME owners who are serious about transformation. This programme is ideal if you:

- Run a business with £250K-£3M turnover
- Have a team of at least 3-10 people
- Feel trapped as the bottleneck in your business
- Want to work less whilst growing revenue
- Are ready to build systems and develop your leadership team
- Aspire to build a valuable business asset, not just a job
- Can commit to fortnightly attendance and implementation

Exclusive Early Registration Bonus

Every early registrant will receive their own Curve One Page Plan to track and trace ROI and improvements throughout your mastermind journey.

The Curve Methodology includes:



One-page plan

Created with professional coaching support for clarity and direction



Intuitive software

Accessible anytime on any device to record your progress



Impact measurement

Demonstrates the ROI of your coaching investment



Learning log

Capture valuable insights and track progress with your coach



CPD certification

Quality stamp from the CPD Standards Office for Continuous Professional Development



Team alignment tools

Create mutual accountability, trust, and engagement

The Curve methodology does more than any other system to help you achieve your desired outcomes from coaching. Case studies consistently show that having a Curve One Page Plan significantly improves your chances of success by keeping your goals clear, progress visible, and learning captured.

Meet Jim Jordan

The visionary behind The Business Owners Mastermind, Jim Jordan is a seasoned entrepreneur, business strategist, and dedicated mentor. With over four decades of experience building and scaling successful enterprises, Jim brings a wealth of practical knowledge and an unwavering commitment to the success of SME owners.



Jim's new mastermind programme brings all of this together for established business owners who are serious about scaling.

You will get direct access to a Business Coach/ Mentor who has led turnarounds, built leadership teams, and advised CEOs across sectors – plus the discipline, challenge and support of a peer group that refuses to let them play small.

Jim's focus is simple: build the leader, sharpen the strategy, professionalise the business – and create a company that can grow, scale and be sold on your terms.

Programme Investment

12-Month Programme: £2,497 + VAT

(Paid in full, or £225 + VAT per month)

What's included:

24 Fortnightly Workshops
With expert facilitation

All Workshop Materials
Frameworks and templates

Private Mastermind Community
Access for ongoing support

Peer Accountability
And ongoing support

Quarterly One-to-One
Strategy sessions

Resource Library
And guest expert sessions

The Real Questions You Need to Ask Yourself

What will your
business look like in 12
months if nothing
changes?

What would it be
worth to reclaim 10-20
hours per week?

How much is a 50%
revenue increase
worth to you?

What would a 3-5x valuation increase
mean for your future?

Can you afford NOT to make this
investment in your business?

These are the next Steps in Your Business Ownership Journey

Are you ready to stop being the bottleneck in your business and embark on a transformative journey towards unprecedented growth and personal freedom? The Executive Mastermind Group offers a clear pathway to achieving your strategic objectives and building a business that thrives independently. Take the first step towards reclaiming your time and accelerating your business's success.



Step 1: Initial Enquiry

Reach out to us through our enquiry form or directly via email to express your interest. We're here to answer your immediate questions and provide more information about the programme.



Step 2: Discovery Session

Schedule a complimentary, no-obligation discovery call with one of our expert coaches. This session is crucial for us to understand your specific challenges and goals, ensuring the programme is the right fit for you and your business.



Step 3: Begin Your Transformation

Upon successful qualification and enrollment, you'll gain immediate access to our exclusive resources, community, and your first workshop dates. Your journey to a more profitable and autonomous business begins here.

We are confident that this programme will deliver exceptional value and tangible results for your business. Don't let another 12 months pass without making a significant investment in your future.

Next Steps

Spaces are limited to 20 business owners per cohort to ensure quality interaction and personalised attention. Our next programme begins in February 2nd 2026.

Choose Your Cohort Time




We offer three cohort times to fit your schedule. All sessions run fortnightly:

 Morning Cohort Mondays, 10:00am - 11:30am	 Afternoon Cohort Mondays, 12:30pm - 2:00pm	 Midweek Cohort Tuesdays, 12:30pm - 2:00pm
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Select the time that works best for you and your business. Consistency is key to getting maximum value from the programme.

We will also record each session run by Jim so you will have access to the learning to reflect back on with your team. NB The Masterminds Session will not be recorded

To apply or book a confidential discovery call:

 Email jim@kentbusinessconsultancy.com	 Phone number 0208 159 3200 Mobile number 07810 710142	 Website www.kentbusinessconsultancy.co.uk
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Achieve Fast Growth • Build a Wealthy Asset • Create a Business That Runs Without You