



MBT TRAINING OUTLINE

Tailored small business courses for busy owners and managers



*Designing business solutions to help you reclaim
your life and save you tens of thousands of dollars*



MASTER BUILDERS
T A S M A N I A



UNICORN BUSINESS SOLUTIONS

COURSE DATES

Sessions will be held from 10:00am – 12:00pm at MBT training facilities.

Winning Profitable Jobs

Launceston	8 th March
Hobart	9 th March
Devonport	2 nd May

Your Team

Launceston	15 th March
Hobart	16 th March
Devonport	9 th May

Making Clients Your Greatest Fans

Launceston	22 nd March
Hobart	23 rd March
Devonport	16 th May

Leadership and Change

Launceston	29 th March
Hobart	30 th March
Devonport	23 rd May

Better Things To Do

Launceston	5 th April
Hobart	6 th April
Devonport	30 th May

Your Personal Wealth

Launceston	12 th April
Hobart	13 th April
Devonport	6 th June

COST

Members: \$20 per session
Or attend all 6 seminars for \$100 and Unicorn will provide at no cost a planning session for your business.

Unicorn Business Solutions run 6 unique courses for small and medium sized business owners and their managers. We have facilitated these courses for many industries and tailored them exclusively for MBT members. Most successful business owners did not go to Managing Director School before starting their business and as a business grows, owners have to learn to play by a new set of rules. Our personalised courses will benefit leaders in the building and construction industry from structured training in the areas of leadership, customer service, sales, systems, development and more!

The course content is unashamedly directed at the needs of owner-managers in the building industry and their businesses. You will learn the techniques and skill used by our clients and others who make profits of more than \$500,000 pa. Every course should be attended – it can be amazing what you learn even about a subject you “know”!





COURSE TOPICS

WINNING PROFITABLE JOBS

How to win jobs that pay you what you're worth!

This covers a range of pricing strategies that will **help you win the jobs you want to win**. It will look at the impact pricing can have on your profits, help you determine **which jobs are worth your energy** and outline some easy ways you can **convey value to your clients to avoid competing on price alone**.

TOPICS COVERED INCLUDE:

- Pricing beyond a mark up – other ways to price a job
- How to know how profitable every job is
- Should you be taking every job
- Presenting your pricing as a proposal the clients will say “yes” to

YOUR TEAM

Biggest asset or biggest liability

This covers **how you engage people to help you in your business**. You will leave with a clear insight on becoming an **employer of choice** who attracts great talent and retains your current talent. You will also learn **how to improve your team's performance** through great management strategies including how to make **them less reliant on you**, setting targets, accountability and motivation.

TOPICS COVERED INCLUDE:

- Employee vs sub-contractor vs labour hire
- Recruitment
- Retention
- What key performance indicators are important to you
- Performance and bonus systems

MAKING CLIENTS YOUR GREATEST FANS

Turning happy clients into your greatest fans

This is designed to help you **plan your clients experience** so after they work with you, they become **your greatest fans**. A lot of **new business comes from word of mouth**, so if your clients are raving about the **quality experience** they had, you will have just made a **significant increase in your sales** without serious financial investment

TOPICS COVERED INCLUDE:

- Strategies to make it easy for clients to refer work to you
- Identifying and creating raving fans in your client base
- What an effective referral strategy can mean for your profit





COURSE TOPICS

LEADERSHIP AND CHANGE

Because no business ever outperformed its leader!

As an owner or manager of a business your role is to **influence your team** and **get the best out of them**. But how is this done effectively? How do you get them to **respond positively to change** in your workforce? This course will show you the skills to **take your team through the process of change** and speed up moving forward.

TOPICS COVERED INCLUDE:

- How to create a vision for your business
- Leader vs Manager – what are the differences and how do you do both
- Time management skills
- How to exploit change in an ever changing environment

BETTER THINGS TO DO

Reducing your administration by up to 70% and increasing your quality of life

This course is aimed at administration managers and business owners to **reduce stress, become more financially organised** and take advantage of the use of **modern technology**. Learn how to **reduce administration time, human error, double entry** and have **more accurate management figures** to run a more profitable and efficient business

TOPICS COVERED INCLUDE:

- Areas of administration you shouldn't be doing
- How to make bank reconciliations
- Reduce time spent on creditor and debtor management

YOUR PERSONAL WEALTH

Grow, protect and manage your wealth

This covers **strategies to build, protect and manage your personal wealth**. You will learn what you need to be aware of when **insuring your assets**, what different **business structures can mean at tax time** and what you need to do today to **make sure you retire in comfort** and style

TOPICS COVERED INCLUDE:

- Foundations to successfully build your wealth to achieve your lifestyle objectives, now and in the future
- What you need to protect yourself, your family and your business against unforeseen life events
- Managing your wealth when you are no longer here





TESTIMONIALS

"Firstly, thank you to Unicorn Business Solutions for coming on board to train our members. We are dedicated to helping our members create successful, thriving organisations and based on the exceptional feedback we have already received, your tailored sessions are relevant, interactive, thought-provoking and loaded with practical tools and tips to help our members create a more successful business. We are so excited to have partners with such a forward thinking, innovative firm such as your and we look forward to continuing this valuable relationship. I would highly recommend Unicorn Business Solutions to any small business owners if they are looking to improve their profit, business and themselves as leaders."

- **Clyde Sharp, Master Builders Tasmania**

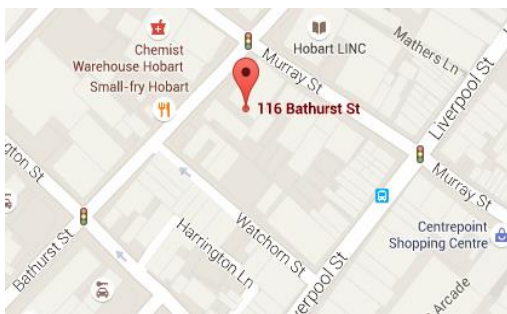
"I have now had the benefit of attending several sessions facilitated by [Unicorn Business Solutions]. You constantly present on topics that are relevant to business owners like myself. The sessions are hands on and extremely Beneficial. A lot of speakers have the ability to leave you feeling motivated, and you not only leave believing you can make a big difference, you also leave with a list of actions on how to make that big difference!"

- **Neville Dobson, Dobson Electrical**

"I am absolutely astounded and overwhelmed by the performance and efficiency improvements in our administration systems now that we are in the cloud! It has been a complete game changer for our business!"

- **Andrew Gott, Safe Workplace Solutions**

TRAINING LOCATIONS



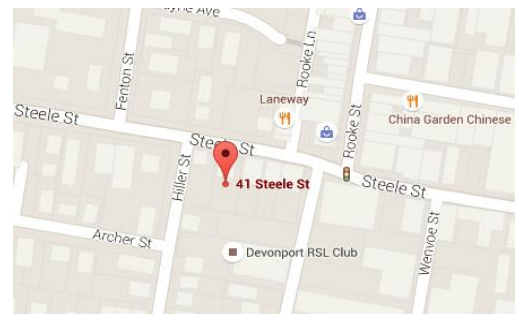
HOBART OFFICE & HEAD OFFICE

A Level 5, 116 Bathurst Street HOBART
TAS 7000
P (03) 6210 2000
E headoffice@mbatas.org.au



LAUNCESTON OFFICE

A 30 Gleadow Street INVERMAY TAS 7248
P (03) 6334 7400
E launceston@mbatas.org.au



DEVONPORT OFFICE

A 41 Steele Street DEVONPORT TAS 7310
P (03) 6424 4144
E devonport@mbatas.org.au





HOW TO REGISTER

To register please contact Master Builders Tasmania:

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A Level 5/116 Bathurst Street, Hobart, TAS 7000



UNICORN BUSINESS SOLUTIONS CONTACT DETAILS

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