

TONY ROBBINS
BUSINESS
RESULTS
TRAINING

MASSIVE PROFIT GROWTH
THROUGH WHOLE-TEAM
BUSINESS, PRODUCTIVITY
AND LEADERSHIP TRAINING



Tony Robbins ranks among the "Top 200 Business Gurus"



Tony Robbins is one of the "Top Six Business Leaders in the World"



Tony Robbins ranks as one of the "Top 50 Business Intellectuals in the World"

What can you expect from Business Results Training?

Over the course of six months, we will train and coach you and your team in the essential philosophies, processes and systems that allow Tony Robbins to successfully oversee 53 highly successful companies. During this period, we will coach your team on Tony's systems and show you exactly how to implement those systems. Once you've completed the training, you and your team members will each receive your Tony Robbins Business Results Training Certification.



What will I get with Business Results Training?

You will receive one team training each month for six months, focused on one of Tony's six core business competencies. In between these monthly team trainings, you, as the business owner, will also receive two 30-minute 1:1 implementation calls with your Business Results Trainer to keep you on track and accountable to your goals.

How will this affect the employee experience?

Your employees want more – more growth and greater results. People don't leave an environment in which they feel coached and in which they know they are growing. This training provides both, which means you will see a radical decrease in attrition rate. Additionally, happy employees are, on average, 12% more productive* and companies with high levels of employee engagement are 22% more profitable.**

*Source: University of Warwick study, 2014

**Source: Gallup, 2017

What skills will my team be trained on?

Tony has identified six core competencies that, once mastered, will elevate your organization and ultimately increase your bottom line. Your training will cover:

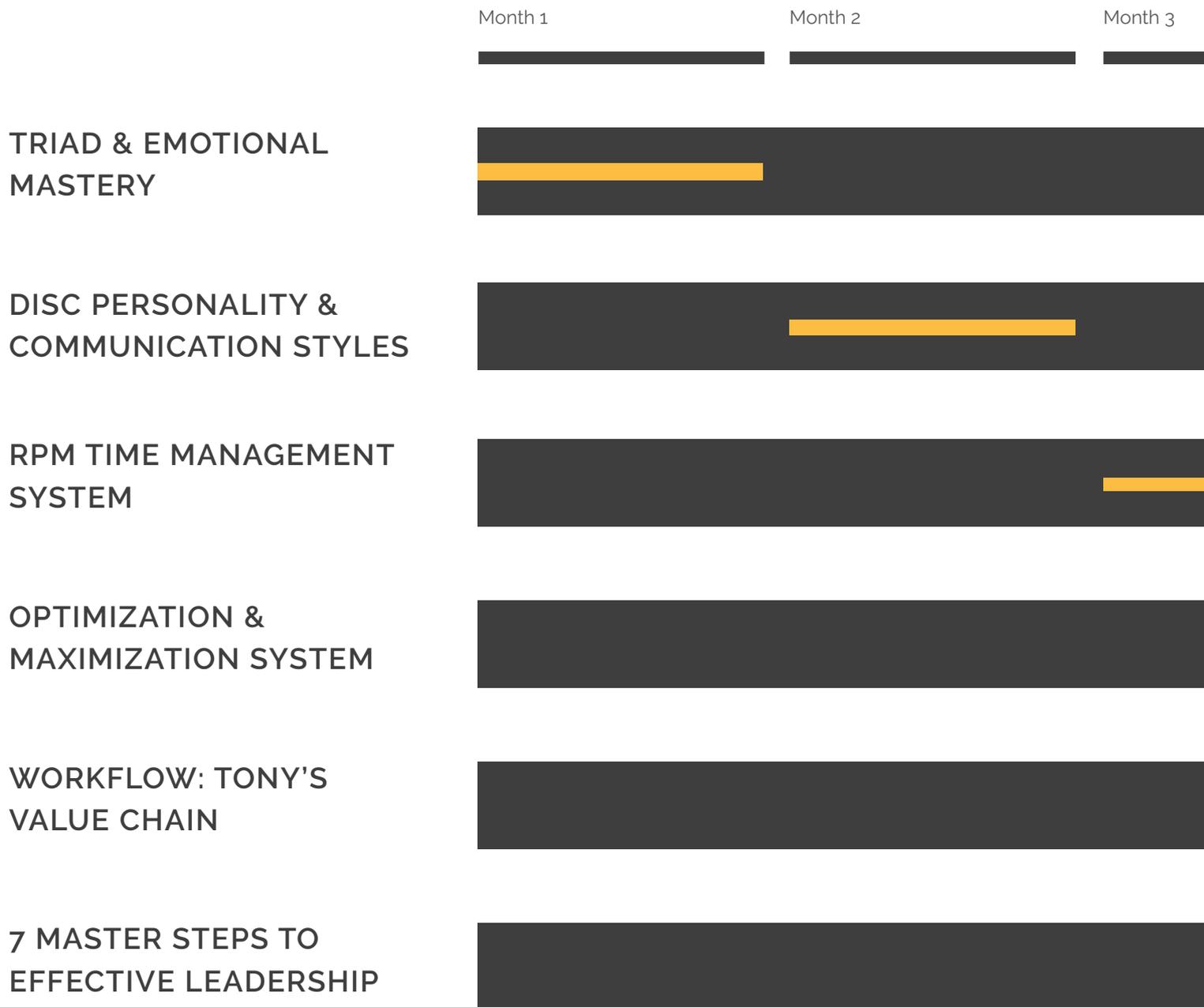
- Triad & emotional mastery
- DISC personality & communication styles
- Optimization and maximization system
- Rapid Planning Method (RPM) time management system
- Workflow: Tony's Value Chain
- 7 master steps to effective leadership



THOSE WHO
SUCCEED AT THE
HIGHEST LEVEL
ARE **NOT LUCKY**.
THEY ARE **DOING**
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ELSE.

TONY ROBBINS

Program Overview



Six months to explosive growth

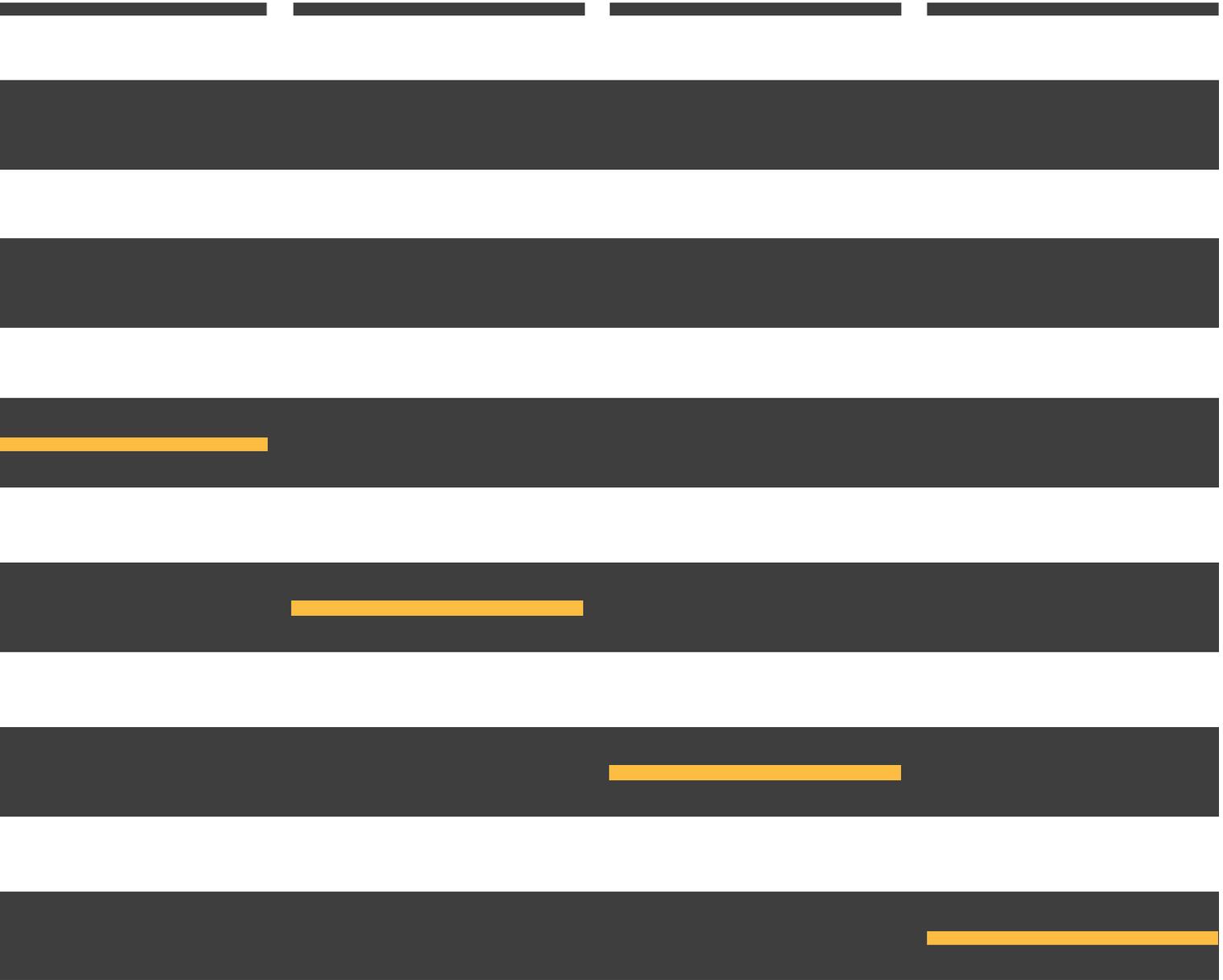
For six months, you and your team will be trained in these six key areas. You will be challenged, engaged and invested at a higher level than ever before – and as a result, you'll reach new heights of success in your business.

Month 3

Month 4

Month 5

Month 6



MONTH 1

Triad & emotional mastery

Tony's Triad will help you and your team master emotion through a deep understanding of **strategy, story and state**. This training will align your team and help identify your path for the greatest success by empowering your employees with the perspective to recognize their own patterns. Mastery of the Triad will help your organization fix problems before they start and maximize everyone's potential. Without Triad mastery, you risk the full operational capacity of your team – without the ability to recognize patterns associated with a disempowered state, your team wastes precious time and resources spinning their wheels – all the while costing you money.



PICTURE THIS:

An employee has an ill parent, a failing relationship or a sudden health scare. While you do everything in your power to support them, in the meantime, they come to work, bringing with them the stress from their personal life, potentially causing undue tension with their coworkers or a loss of focus and productivity. The Triad provides the tools necessary for building the mental fortitude to tackle all of life's challenges – inside and outside of the workplace.

CORE BENEFIT:

The Triad provides a powerful frame from which to view the world, as you identify your team patterns of speaking and acting, both when you are in a peak state and when you are in a low state. With this perspective, you and your team are empowered to break negative cycles before they start acting.

WHAT YOU GET:

Each person in attendance will complete a Triad worksheet to discover their emotional styles and to help guide their future interactions with each other, with clients, or in their personal lives.

MONTH 2

DISC personality & communication styles

DISC is the ultimate hiring tool – allowing you a deeper understanding of how a prospective employee will fit into your team culture, so you can avoid a potentially poisonous hire. If you aren't using DISC, you are leaving much of your hiring up to chance. If you can't assess personality before bringing a new employee on board, you risk making the wrong choice and compromising your carefully built culture. We'll also teach you and your team how to interpret and implement the DISC profile to improve communication across your company well beyond hiring.

**PICTURE THIS:**

Your team is a cohesive, high-achieving group of individuals who work exceptionally well together, but now you need to hire another person. DISC will allow you to assess the personality types of current employees, and of new candidates, in order to find the best personality and culture fit. DISC will ensure that your high-functioning team doesn't lose any momentum when a new team member starts.

CORE BENEFIT:

The DISC assessment will provide you and your team insights to improve communication and execute better hiring practices to boost overall team cohesiveness.

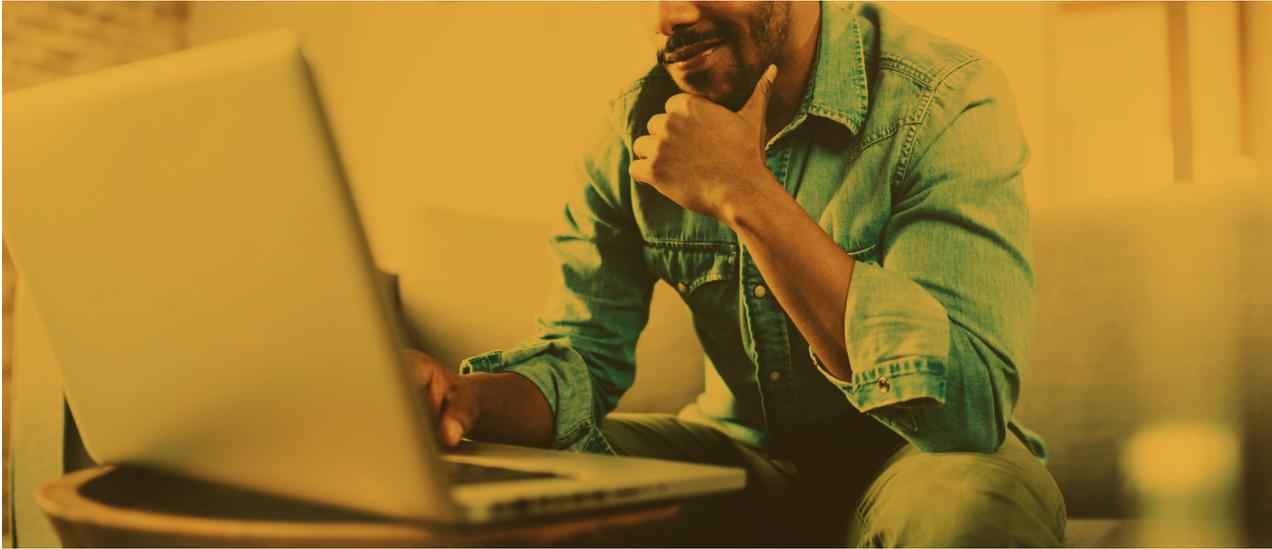
WHAT YOU GET:

Each team member will receive their personal DISC report and analysis, plus training in its practical application – your trainer will walk your team through how to best work together based on their newly discovered communication styles. You will also get access to the assessment for all your future hiring needs.

MONTH 3

RPM time management system

Statistically, the average employee logs under three hours of productive work in an eight-hour work day.* Hack this statistic by implementing Tony's personal time management system to create action plans and quickly move past roadblocks. With the Rapid Planning Method (RPM), employees will prioritize tasks in service of achieving specific outcomes, creating a renewed sense of purpose and drive. Without RPM, day-to-day tasks lack purpose and direction, and employees are likely wasting time, energy and money.



PICTURE THIS:

You have a product launch coming up, and with it, QA testing, a marketing campaign, sales training, logistics to implement and more. This could be an overwhelming process with much room for costly errors, or you could use the Rapid Planning Method. RPM will help your teams and employees break down and prioritize their tasks to achieve the very best result, while remaining focused on the crucial outcome for themselves and for the organization: a successful launch.

CORE BENEFIT:

The Rapid Planning Method creates a shift in mindset for radically increased productivity & efficiency.

WHAT YOU GET:

Get Tony's Rapid Planning Method workbook and system, which you can customize to your business needs.

*Source: Inc.com, 2019

MONTH 4

Optimization & maximization system

Take an in-depth look at how you can optimize and maximize the **five most critical areas of your business** that, when compounded together, will give you geometric growth. You and your team will utilize Tony's Opt & Max system and proprietary software to brainstorm strategies for increasing leads, conversion rates, transaction value and more. Using this software, you will be able to identify small areas of improvement in your business that can yield massive results. You'll clearly map out expected outcomes in order to measure your success and then build upon it by continuing to Opt & Max your business. Without optimizing and maximizing your systems, you run the risk of leaving profits on the table.



PICTURE THIS:

You have an ambitious revenue goal for the coming year. You know your team is capable of achieving this number, but how? Using the Opt & Max calculator, you'll be able to make incremental changes in each area of your company to increase efficiency, performance and ultimately, profits. This calculator will show you how you can make small, manageable shifts to achieve massive results.

CORE BENEFIT:

Optimize **any** data-driven process and identify realistic goals for getting your business to the next level.

WHAT YOU GET:

Get Tony's proprietary Opt & Max software to continue to identify areas of your business where you can increase your bottom line.

MONTH 5

Workflow: Tony's Value Chain

Understand and implement your company's Value Chain to identify personnel chokeholds and weak links that may be costing you time and money. The Value Chain will help each team member understand their specific and integral role, give them ownership of their outcomes, and instill personal responsibility for the success of the organization. You'll also learn how the "Clarify and Verify" method can help maintain your Value Chain and a high-functioning workflow. Without the Value Chain, your entire organization suffers. Your team morale suffers, your bottom line suffers, and your clients suffer.



PICTURE THIS:

You've noticed more frustration than normal in communications with an outside partner. By tracing your Value Chain, you can discover exactly where the breakdown occurs. When you are able to pinpoint the problem, you can easily and efficiently correct it in the early stages. It turns out, a miscommunication between assistants was the break in your chain – and this discovery averts a strained partnership or even broken partnership.

CORE BENEFIT:

You know that you are only as strong as your weakest link. When you identify your weak links in the Value Chain, you will strengthen your entire system.

WHAT YOU GET:

After mapping your current Value Chain, you'll clearly identify where you have room for improvement. During the training, your team will create your company's optimized Value Chain Map, which you can implement immediately.

MONTH 6

7 Master steps for effective leadership

Effective leadership is a skill that can be learned and practiced, and in this training you will learn the same techniques Tony uses in his interventions. You and your team will be trained on Tony's 7-step process to eliminate the limiting beliefs that hold people back from reaching their full potential. This process is incredibly powerful when used within your company, as well as when addressing client objections or concerns. Training better leaders will increase conversion rates and skyrocket achievement.



PICTURE THIS:

You've been working on securing a game-changing client for weeks – and you just can't seem to break through. But implementing Tony's 7 master steps can help you communicate benefits, block objections, and negotiate to get the "yes" you need. And when your entire team is trained in these powerful techniques, they'll be unstoppable.

CORE BENEFIT:

Understanding Tony's 7 master steps gives each member of your team the power to level up their leadership, giving your company a competitive edge.

WHAT YOU GET:

You'll receive Tony's *Creating Lasting Change* program, which you can use for continued training with your current team, and for training future hires.

About Tony Robbins



Tony Robbins is an entrepreneur, #1 NY Times bestselling author, philanthropist, and the nation's #1 life and business strategist. For more than 40 years, millions of people have enjoyed the warmth, humor, and transformational power of his business and personal development events.

Author of six internationally bestselling books, including the recent New York Times #1 best-sellers MONEY: Master the Game and UNSHAKEABLE, Robbins has empowered more than 50 million people from 100 countries through his audio, video and life training programs. He created the #1 personal and professional development program of all time (Ultimate Edge) and more than 4 million people have attended his live seminars.

Mr. Robbins is the chairman of a holding company comprised of more than 53 privately held businesses with combined sales exceeding \$6 billion a year. He has been honored by Accenture as one of the "Top 50 Business Intellectuals in the World"; by Harvard Business Press as one of the "Top 200 Business Gurus"; and by American Express as one of the "Top Six Business Leaders in the World." In a cover story, Fortune named him the "CEO Whisperer," and he has been listed in the Top 50 of Worth Magazine's 100 most powerful people in global finance for four consecutive years (2015-2018).

Tony Robbins' work has touched the lives of top entertainers and athletes, such as Usher, Pitbull, Serena Williams, Andre Agassi and the Golden State Warriors. Peak performers seek him out both at the top of their game, to maintain their position, and in moments of distress, to strategize their return to greatness. Billionaire business leaders also seek out Robbins for his advice; investor and hedge fund manager Paul Tudor Jones and Salesforce.com founder Marc Benioff are among those he has personally coached.

Robbins is also a passionate philanthropist and his generosity has touched the lives of millions through his personal causes ranging from hunger relief to ending child trafficking. Started in 1991, his Foundation has awarded over 2,000 grants and other resources to health and human services organizations, implemented life-changing curriculum in 1,600+ correctional facilities and provided mentorship to thousands of young leaders. In continuing his mission to end hunger, Robbins' 1 Billion Meals Challenge with Feeding America has helped provide over 425 million meals in the last 4 consecutive years alone to those in need and is on track to provide 1 billion by 2025.