



Transforming the way you  
build your business.

**Coaching.**  
**Consultancy.**  
**Training.**

[www.shesthebossintl.com](http://www.shesthebossintl.com)





# About.



**She's the Boss** equips ambitious entrepreneurs and business owners with the tools, knowledge and support, to build profitable, sustainable systems driven businesses.

Our programmes are proven to accelerate your business growth by up to 75%

#### **We do the following for our clients:**

- Rapidly accelerate growth
- Increase profits and revenues
- Improve business systems and processes
- Raise brand awareness
- Provide clarity and focus
- Motivate and encourage

## About Daniella.

Daniella Genas is the Founder of She's the Boss. She is a multi-award-winning strategy and innovation expert, entrepreneur, speaker and business advisor, with more than a decade of experience.

Daniella launched her first successful business in 2007 and her second business in 2014. She sold both businesses in 2015. In addition to her entrepreneurial endeavours, Daniella lists University Lecturer, Charity Trustee and Visiting Industrial Fellow, as former roles in her portfolio career.

#### **Daniella's Credentials:**

- Aston Business School – MBA: Distinction (Advanced Strategy and Entrepreneurship)
- Birmingham City University – MA Media Enterprise: Commendation
- Birmingham City University – BA Media & Communications: 2:1
- Visiting Industrial Fellow at Aston Business School
- Goldman Sachs 10,000 Small Business Programme Alumna
- Intellectual Property Certification 2019: Intellectual Property Office
- Agile Certification 2019: QA
- Innovation Management Training 2019: European innovation management academy

#### **Accolades:**

- Alumni of the Year 2012: Community Engagement and Leadership
- Birmingham Young Professional of the Year 2013: Entrepreneurial Category Winner
- City & Style Women of the Year 2013: Outstanding Contribution to Social Change Winner
- Inspire Awards 2014: Young Enterprise Winner





# How We Do It?

All She's the Boss interactions are underpinned by The VISSA Model for Business Growth & Sustainability.



This model has been created and extensively tested by She's the Boss, over the last 3 years. The model has been instrumental in generating successful results with lots of STB clients, with 6 figure revenue growth, being a significant proven outcome when implemented effectively.





# The Offer.

She's the Boss business support services comprise of two primary offerings: Coaching and Consultancy.



**Coaching:** Our transformational programmes last three months.

## Guide My Journey

A combination of mentoring, coaching & consultancy designed to give you a fully holistic programme of support focusing on a variety of critical business areas.

### Delivery

Monthly 2 hour session via Zoom, unlimited email support, Audio session recordings, written summarised session records, free access to monthly webinars, templates and worksheets.

## Biz Buddy

Accountability support, helping you make rapid progress in your business.

### Delivery

Monthly 1 hour Zoom session, unlimited email support, written summarised session records, discounted access to monthly webinars, templates and worksheets.



## Build My Strategy

Are you struggling with a specific area of your business? Are you seeking growth but not sure how to attain it? Do you need support to develop a cohesive strategy for your business?

**The Build My Strategy intervention will help you solve specific business challenges. Key areas typically covered:**

- Value proposition development
- Customer persona creation
- Market Research plans
- Marketing Strategy
- Personal and business brand strategy
- Identification of core competencies and capabilities
- Blue Ocean Strategy
- PESTLE Analysis

### Delivery

A half day strategy session delivered via Zoom or face to face. Following the initial session, you will receive a report containing recommendations, session record and signposting to products/ services/individuals to support you in pursuit of the strategies.



# Consultancy.



## Vision:20

Do you lack a clear strategy for your business? Do you know that you want to achieve success but are not entirely sure what it looks like, or the steps you need to achieve it?

Do you have a hazy vision which you find difficult to communicate to your team or stakeholders?

Vision:20 is an experiential and highly impactful intervention designed to help you generate a clear and compelling vision for your business. Vision:20 provides clarity and direction enabling you to consistently work on your business, not just in it.



## Vision:20 *continued*

It has been proven that businesses with a clear vision, goals and defined strategy are much more likely to achieve growth and success, than those who are focused purely on day to day operations. A clearly defined vision can be motivational for both you and your team. This can significantly boost productivity which can subsequently accelerate your progress.

She's the Boss coaching clients are all encouraged to undertake a Vision:20 process prior to their coaching journey.

### Delivery

A half-day session delivered face to face or via Zoom. She's the Boss will work with you to create a descriptive, motivational, compelling, three-year vision. This is followed by the development of the core strategies, three-year goals and action plans required to actualise your vision. Following the session, you will receive a downloadable pdf and physical poster of your Vision:20 which provides a clear, trackable blueprint for success. You will also receive an audio session record. You will also receive a Trello action plan which you can add team members to, along with deadlines.



*“A clearly defined vision can be motivational for both you and your team.”*





# Consultancy.



## Build My Business

Are all the processes for running your business in your head? If key team members left, would they hold information on how to run specific parts of your business?

Is your business growing but lacking specific systems and processes to manage efficient growth? Is your business heavily reliant on you and your ability to carry out operational activity?

She's the Boss will help you to document the processes required to run your entire business and create an operations manual for use by you and your staff, both present and future.

There are several major benefits to be gained from mapping out the systems and processes required to run your business:

- Improved customer experience and delivery quality by improving consistency and creating replicable business delivery standards
- Identify areas which can be automated or outsourced
- Improved efficiency which leads to increased profitability
- Reduced reliance on the founder which significantly reduces the vulnerability of the business.
- Become more attractive to investors, potential buyers
- Speed up staff induction and onboarding process
- Ease the process of expansion and scaling



# Build My Business *continued*

## Delivery

Build My Business includes the following elements:

- Mapping Workshop.
- Review Workshop.
- Team Interviews.
- Development of processes and identification of associated documentation.
- Recommendations of automated systems.
- Creation of online/offline operations manual.
- Handover session



# The Founders Network

She's the Boss Clients are invited to join the exclusive Founders Network, a community of former and current STB clients. Download the free app and benefit from:

- Free resources including templates, worksheets and exclusive webinars
- Network with likeminded business owners
- Informal peer mentoring and support
- Marketing, sales and networking opportunities
- Invites to exclusive events
- Discounts and competitions





# Investment.

Instalment plans are available at the discretion of She's the Boss.

## Coaching.

<b>Guide My Journey</b>	<b>£1500</b>
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<b>My Biz Buddy</b>	<b>£750</b>
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## Consultancy.

<b>Vision:20</b>	<b>£1000</b>
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<b>Build My Business</b>	<b>£3500+</b>
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<b>Build My Strategy</b>	<b>£1000</b>
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**Oyin Adebayo**

Niyo Enterprise

I have a much better perspective on financial sustainability and also have more confidence in my worth and value as a businesswoman. Daniella helped me in changing my mindset for the better as a business owner which has helped with the growth of my organisation (6 figures). We have been able to provide better value to our customers, clarify our message, introduce new services and win massive contracts.



**Truchio Powell**

Kandy Girl Spa

Within days of completing the programme not only have I managed to obtain one of my biggest clients to date, but my cash flow is looking a lot better and the business reputation has been enhanced due to the extensive marketing and strategy work undertaken. The personal brand strategy has boosted my profile significantly leading to multiple award wins, television and press coverage and paid speaking engagements.



## Testimonials.



**Clara Wilcox**

The Balance Collective

I started working with Daniella as I wanted to create online courses; but what I got was so much more than this. She has challenged my mindset, focused me to be braver with how I run my business and promote myself. Now nearly a year on from when we worked together my turnover has increased, my corporate client base has expanded, and I have a more confident cash flow!



**Ryan Miller**

Link3Recruitment

Since working with Daniella, our turnover has significantly increased (by 6 figures) we have won a number of awards and been appointed to the Crown commercial suppliers framework. We found the Vision:20 and the Build My Business outputs the most beneficial and had the biggest impact on our mindsets as entrepreneurs and on the way in which we run our business. Can't recommend her enough.



# Want to rapidly propel your **business growth?**





Join the She's the Boss family  
Getting Started:

Drop us an email or schedule a call.

**Contact Us: [www.shesthebossintl.com](http://www.shesthebossintl.com)**

**Email Us: [bookings@shesthebossintl.com](mailto:bookings@shesthebossintl.com)**

## Follow

-  **Twitter @shesthebossintl**
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