



THINK BIG.  
KEEP ACTION  
PUSHING  
@shethethebossuk

**Accelerate business growth.  
Reduce Founder Reliance.  
Transform your business.**

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



# About.

If you are an ambitious entrepreneur or business owner, ready to achieve major success, we want to work with YOU! If you are fed up of going it alone, tired of working yourself into the ground with limited results and are determined to make a change, the time is NOW! Invest in working with She's the Boss and start to see immediate results in your business.

**She's the Boss** equips ambitious entrepreneurs and business owners with the tools, knowledge and support required to build and scale, profitable, sustainable, systems driven businesses. Through our range of services, we transform businesses, mind-sets and the lives of our clients.

Our support has been instrumental in helping clients from diverse sectors, achieve the following tangible business results:

- Rapidly accelerated growth
- Increase profits and revenues
- Raised brand awareness
- Successful launches of new businesses, products & services
- Improved internal processes, systems & efficiency

We help business owners and entrepreneurs at various business stages to:

- Gain clarity and focus
- Stay motivated and achieve goals
- Overcome obstacles
- Maintain consistency
- Build confidence & let go of self-limiting beliefs
- Develop a success mindset

## The Founder:

Daniella Genas BA, MA, MBA, is the Founder of She's the Boss International. She is a multi-award-winning entrepreneur, business growth strategist and motivational speaker, with nearly two decades of practical business experience.

Daniella launched her first successful business in 2007 and sold it in 2015. She grew the business to 6 figures, employed a team of 15 and won multiple awards. However, she struggled to find adequate support to help guide her on her entrepreneurial journey. The business consultants and coaches she encountered, whilst all academically trained lacked real life business experience. They could provide text book answers but were unable to identify with the daily challenges Daniella faced in her business.

After selling her business and studying for her MBA, Daniella launched She's the Boss International. She launched the business to provide the comprehensive support that she felt was missing from the business support landscape, early in her entrepreneurial journey.

In addition to her entrepreneurial endeavours, Daniella lists University Lecturer, Charity Trustee and Visiting Industrial Fellow, as roles in her portfolio





# About.

## **Daniella's Credentials:**

Not only does Daniella have practical business experience, she has also committed to building her academic and professional knowledge through the following certifications:

- 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

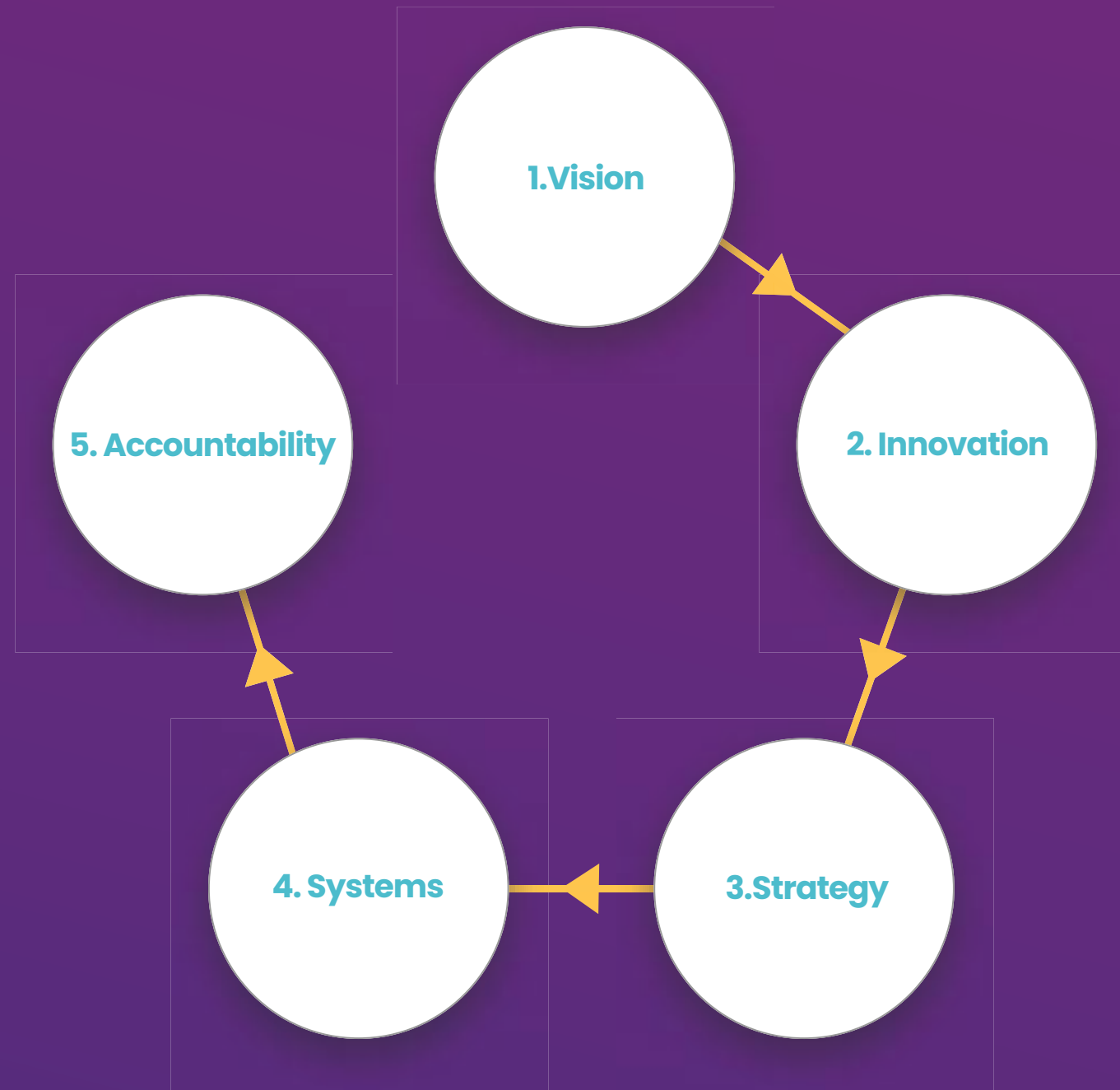
## **Accolades:**

- Birmingham Awards 2021: Business Woman of the Year finalist
- MBCC Awards 2021: Mentor of the Year finalist
- Inspire Awards 2014: Young Enterprise Winner
- City & Style Women of the Year 2013: Outstanding Contribution to Social Change Winner
- Birmingham Young Professional of the Year 2013: Entrepreneurial Category Winner
- Alumni of the Year 2012: Community Engagement and Leadership



# How We Do It?.

She's the Boss has developed a proven methodology for achieving business growth amongst our clients:  
The VISSA Model for Business Growth.



The VISSA Model has generated significant results amongst clients at every business stage and from a diverse range of business sectors. Implementing the model consistently has been instrumental in several clients achieving 6 figure growth.

**Visit the website to find out more about the VISSA model.**





# How We Can Help You & Your Business?

**She's the Boss has a range of one off consultancy packages, as well as mid to long term, monthly support programmes. They have all been proven to have a significant impact on the growth trajectory of your business.**

# Mid & Long Term Support.



## Guide My Vision

Do you want to accelerate the growth of your business? Do you want to gain clarity on the best direction to take your business, the best way to secure sales and the best strategies to employ to achieve success? Are you struggling to find your way in business? Do you feel overwhelmed by the magnitude of everything you need to do? Are you full of ideas but sometimes struggle to consistently implement?

Guide My Vision will provide you with a clear plan for business growth and success as well as the support to help you achieve it. It is a combination of mentoring, coaching & consultancy designed to give you a fully holistic programme of support, helping you to focus on a variety of critical business areas. Expand your knowledge, get clear on the exact steps you need to take to achieve your goals and receive the personalised support needed to help you stay motivated, maintain consistency and overcome obstacles.

### Delivery

Kick off with either a Vision:20 or Build My Strategy session. Then receive monthly support in 2 hour live sessions via Zoom. You will also receive weekly check ins. Benefit from unlimited email support. Audio session recordings, written summarised session records, free access to monthly webinars, templates and worksheets.



# The Big Boss .

Are you ready to significantly level up? Are you extremely ambitious and require the support, guidance and structure to WIN in business? Want to scale to 6 figures and beyond? Want to guarantee your business the best chance of success and avoid costly and time consuming mistakes? Invest in the **BIG BOSS** package.

You could spend the next year trying to build, grow and scale your business on your own. You could identify the things that you don't know you need to know. You could try to access free support and make a go of it. But will you grow at the speed that you want to? Will you achieve the level of success that you crave and most importantly that you deserve? Or will you struggle to hit your goals trying to do to many things at once without any clear direction, accountability or insight into where you are going wrong? Why waste time when you don't have to?

It's cliché but if you want to go fast and far, then don't go it alone. Work with an expert with a proven method for helping business owners and entrepreneurs like you to grow their businesses rapidly and sustainably.

The **Big Boss** is strictly for the most ambitious and serious of entrepreneurs and business owners, ready to invest in the highest level of support. If you are ready to have both your business and your life transformed, book an exploration call to find out more.



SHE'S THE  
BOSS™





## Delivery

12 months of highly impactful, transformational support combining coaching, consultancy and mentoring. The Big Boss combines all of the She's the Boss packages to provide a holistic programme of support:

# The Big Boss continued

- 1 x Vision:20 session: Create a compelling and motivational 3 year vision for your business with associated goals and action plans. Gain clarity, focus and direction to achieve business success.
- 1 x Build My Strategy session: Identify key strategies to enable you to connect with your target audience, raise awareness of your business and increase revenues and profits.
- 5 x 2 hour business support sessions: Support sessions guiding you through the completion of key business actions, solving business challenges and exploring personal development issues.
- 5 x 1 hour business accountability sessions: Sessions designed to hold you accountable for taking action to achieve major business goals, push you outside your comfort zone and keep you consistent.
- Build My Business consultancy package: Creating the infrastructure required to help your business operate efficiently, profitably and without being reliant on you. All of your key business processes will be mapped, with recommendations for automations and efficiency improvements. Receive a full operations manual and the necessary templates and documents to improve operational excellence in your business.
- Weekly check ins: Track your performance, get support with challenges and celebrate your successes.
- Unlimited email support & review of key business documents.





## 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 long term plan 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 take 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 that will provide you with a clear and compelling 3 year 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 will subsequently accelerate your progress towards success.

### **Delivery**

A half-day session delivered via Zoom. She's the Boss will work with you to create a descriptive, motivational, compelling, three-year vision for you and your business. This is accompanied by associated three-year goals and the action plans required to actualise your vision. You will also receive a Vision:20 report (physical and digital) an A3 wall poster, audio recording of your session and an action plan board in Trello. Vision:20 and associated assets provide you with a clear, trackable blueprint for success.



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



# Consultancy.

## Build My Business

Do you wish your business afforded you the freedom to take time off and still generate revenues? Are you overworked, overwhelmed, burnt out and stressed? Are you fed up with being and doing everything in your business?

If all the processes for running your business are in your head and your business is heavily reliant on you and your ability to carry out operational activity, it cannot scale. If your business is lacking key systems and automated processes, you will struggle to achieve long term growth.

She's the Boss will help you gain control of your business, reduce overwhelm and free up your time from completing mundane tasks. Stop being a worker in your business and be the boss that you were destined to be!

Through Build My Business, all of the processes required to run your entire business will be mapped, with recommendations made for automations to improve efficiency.

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

- Improved operational excellence
- Improved customer experience and satisfaction
- Improved quality
- Consistent replicable business delivery standards
- Improved efficiency and boosted profitability
- Reduced owner reliance
- More efficient staff recruitment, induction and on boarding process leading to lower turnover rates
- Boosted staff performance
- Scale your business faster
- Become more attractive to investors, potential buyers, partners and staff





# Build My Business *continued*



## Delivery

Build My Business includes the following elements:

- Process mapping workshops
- Development and improvement of processes
- Identification of all required associated documentation
- Creation of generic documents (scripts, templates)
- Software recommendations.
- Recommendations for automations
- Creation of online/offline operations manual.
- Staff handover session



# The Founders Network

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

- Free resources including templates, worksheets and exclusive webinars
- Monthly guest expert sessions and learning lives
- Book club
- Network with likeminded business owners
- Marketing and sales opportunities
- Invites to exclusive events
- Discounts, challenges and competitions
- Monthly accountability group for all clients on longterm support packages

If you sign up for a 12-month support package, you will receive complimentary She's the Boss merchandise. Choose from a sweater, hoodie or t-shirt with one of the following phrases:

**Big Business Energy | Big Boss Energy | She's the Boss**  
**Think Big. Take Action. Keep Pushing**



# Investment.

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

## Big Boss.

**£833.33**  
per month

## Guide My Vision.

**£1000.00** deposit followed by  
**£580** per month for 6 months

---

**£500** per month for 12 months

## Vision:20.

**£1000.00**

## Build My Business.

**£3500.00**

## Build My Strategy.

**£1200.00**





**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 (7 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. Over the time I worked with Daniella I increase my prices, focused my marketing, expanded my service and product range and created systems that mean I am so much more efficient and productive. She expanded my ambitions personally and professionally. I still have a "Daniella" on my shoulder who pops up at times of challenge and opportunity! 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  
Schedule an exploration call  
today using the link on our  
website.

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

**Connect with us on socials.**

-  **Twitter @shesthebossintl**
-  **LinkedIn: She's the Boss Intl**
-  **Instagram: @shesthebossuk**

