

THE BUSINESS ACADEMY

A practical action plan
for how to *start* or *scale*
your business.

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What is The Business Academy?

The Business Academy offers flexible, real world business courses delivered by top business leaders.

We have a simple approach based on the experience of starting a business from an idea and transforming it into a global brand.

The Business Academy hasn't been created by reading books. It has been created by all the lessons that we have learnt by doing, not just being an academic.

We've designed courses and resources that follow a straightforward format, emphasise practical application

and encourage a hands-on learning approach which is, what we believe, the only way to learn.

Intakes are limited to 40 people and are a blend of coach-led and self led modules where you'll learn the strategy, structure and processes to create a successful business.

Our goal is to help the next generation of entrepreneurs create their dreams through building successful brands and businesses.

WHAT YOU'LL HAVE ACCESS TO

- 01 How to start and grow your business
- 02 Exclusive live Q&A with Janine Allis during each session
- 03 Online, coach-led sessions
- 04 Access to frameworks and a blueprint to grow your business

Who is it for?

There are over 2.5 million business owners in Australia!

98% of businesses in Australia are small businesses and we're on a mission to help them all succeed. We're here to equip entrepreneurs with the tools, knowledge, and support they need to conquer the business world.

No matter the stage of your business, from start up's to matured, The Business Academy is sure to meet your needs with 97% of our alumni feeling more confident and believing they are stronger business owners as a result of doing our course.



Starting a new business

Get the guidance and resources you need to launch your entrepreneurial journey with confidence.



Growing business

Accelerate your growth and scale your operations by tapping into our expert insights, experiences and strategies.



Mature business

Secure your legacy and ensure lasting success with our proven roadmap and sustainability insights.



Seeking new ideas

Stay ahead of the curve and inspired by new ideas, possibilities and collaborations.

Meet your coaches

Learn directly from seasoned experts and business leaders.



Janine Allis

Founder of Boost Juice



Matt Purcell

Co founder of The Business Academy | Founder of KYU Media & Social Kung Fu



Cameron McDonald

MBA business leadership



Janine Allis

FOUNDER, BOOST JUICE BARS,
CHAIRMAN, RETAIL ZOO AND THE
BUSINESS ACADEMY

Janine Allis is founder of the Australian iconic brand, Boost Juice Bars, which after opening its first store in 2000, has more outlets in more countries than any other juice bar in the world.

Janine is among Australia's most respected businesswomen, having been presented numerous domestic and international awards in digital marketing, retail, franchise, and business.

In 2015, business magazine BRW named her one of 15 people that changed the way Australia does business in the last 35 years.

Janine launched Retail Zoo in 2007 to grow young up-and-coming brands and now has Betty's Burgers, Cibo Espresso and Salsas under its banner. Retail Zoo has over 650 stores over four brands in 13 countries.

Other achievements Janine has under her belt include being the best-selling author of 'The Accidental Entrepreneur', she has been a Shark on Shark Tank, and survived Survivor by the skin of her teeth in 2019 and was an adviser on The Australian Apprentice.

Janine represents Australia as a UNHCR ambassador, concentrating on supporting women and children

among the 70 million refugees worldwide. She manages all this while raising four not-so-young children.

At The Business Academy, our approach is grounded in reality. We don't paint business as a walk in the park. Instead, we offer a clear path to excel in business operations. Our goal is to aid entrepreneurs in establishing sustainable businesses that can grow into leading brands.

Our approach stems from firsthand experience in building a business from scratch and turning it into a global success story. We haven't just read about it in books; our teachings are rooted in practical lessons learned along the way. Our courses and resources are deliberately designed to be clear and simple, emphasizing practical application and advocating for a hands-on learning approach, which we believe is the most effective way to learn.

Ultimately, our mission revolves around empowering the next generation of entrepreneurs to pursue their dreams of creating thriving brands and successful businesses.



Matt Purcell

CO FOUNDER OF THE BUSINESS
ACADEMY | FOUNDER OF KYU
MEDIA & SOCIAL KUNG FU

Matt Purcell is Australia's leading personal branding expert and an award-winning entrepreneur. He advises some of Australia's most prominent brands and high-profile individuals on branding, digital marketing, and strategy, including American Express, Cricket Australia, Tourism Australia, and public figures such as Layne Beachley, Guy Sebastian, and more.

Matt founded KYU Media, an award-winning creative agency based in Sydney, Australia. He recently won the Sydney Young Entrepreneur Of The Year award for Media and PR and has been nominated as Young Australian of the Year for his work with youth.

He is the founder of Social Kung Fu, Australia's number 1 verbal self-defense and confidence training for students. His mission is to impact 1 million students with this training

against bullying, and dehumanization and raise a generation to become more self-aware. In 2023, Social Kung Fu partnered with Sydney University in research on the anti bullying program to which in 2024 will be the first evidence based program in Australia of it's kind.

Matt has successfully sold and exited businesses and possesses a genuine talent and passion for helping others.

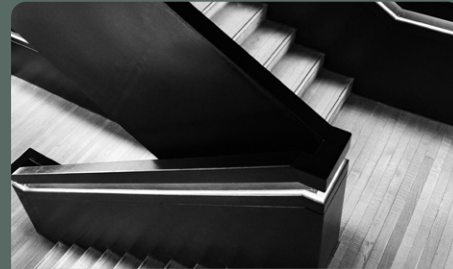
Matt has been on national television and has featured in national campaigns for brands such as Ford Motors, Xero Australia, LG Australia, and has spoken on stage for TED-X and is a go-to expert in Australia for all things related to digital marketing, media training, and brand identity.

Syllabus



Module 1: Getting your business foundations strong

- Business planning for success
- Customer-centric thinking
- Foundation building



Module 2: Setting your people up for success

- Team evaluation.
- Leadership insights.
- Motivation mastery.
- Performance improvement.
- Strengths and attitudes.
- Culture development.
- Team evaluation.
- Leadership insights.
- Motivation mastery.
- Performance improvement.
- Strengths and attitudes.
- Culture development.



Module 3: Reaching your customers

- Understanding your customer.
- Building your brand.
- Marketing and public relations.
- Delivering on your promises.



Module 4: Build your blueprint for success

- Build your blueprint with Janine and the team that will set your business up for the next 6-12 months.
- This is the approach Janine uses currently in her own businesses.

Getting your business foundations strong

Successful businesses often share a common secret: they nail the basics.

Surprisingly, many business owners—even some big companies—tend to overlook these essentials. But here's the scoop: Getting these basics spot-on sets the stage for long-lasting success and opens doors to endless business opportunities.

It's all about mastering the fundamentals. Once you've got a grip on them, you're on the road to consistent success and a world of possibilities. This is where your business journey kicks off.

WHAT YOU'LL GAIN

Customer-centric thinking

Learn the fundamental importance of starting with the customer in mind and understand that building a successful business begins by meeting customer needs and expectations.

Foundation building

You will learn the crucial elements of setting a strong foundation for your business, including defining your “why,” understanding your strengths and aligning your values with your business goals.

Customer audit

You will discover how to evaluate your business from the customer's perspective, which will lead to improved customer service, increased customer satisfaction and, ultimately, business growth.

Business plan for success

Use our framework to build a strong business plan and know that will teach you on the key things to measure and what the most important aspects are in your business.

Setting your *people up* for *success*

No dream, if you
have no team.

We dive headfirst into the world of
people—your team.

Whether your business currently
consists of just you or you're managing
a growing team, this module is all
about setting the stage for your
business's success by understanding
and optimising your people resources.

WHAT YOU'LL GAIN

Team clarity

You'll learn how to evaluate
your team objectively,
identifying strengths,
opportunities, and potential
gaps. Even if you're a solo
entrepreneur, this knowledge
will help you make informed
decisions about future hires.

Leadership insights

Discover your unique
leadership style and how
it impacts your business.
You'll gain awareness of
your strengths and areas
for growth, enabling you to
become the leader your
business needs.

Practical strategies

Gain actionable strategies
for managing your team,
including setting clear
expectations, implementing
trial periods, creating
effective communication
plans, defining job roles and
establishing crucial policies
and procedures.

Strengths and attitudes

Assess your team's strengths
and attitudes at work, allowing
you to assign tasks more
effectively and create a
harmonious work environment.

Performance improvement

Conduct a team performance
audit to identify your top
performers and areas where
support may be needed. This
information empowers you
to make strategic decisions
regarding your team.

Culture development

Consider the kind of
culture you want in your
workplace and understand
how it influences your
team's performance and
satisfaction.

Reaching *your* customers

Empowering you to strengthen customer relationships and drive business growth.

Focused on equipping you with the tools and strategies to become a customer-centric business that resonates with your target audience.

You'll learn to create a brand that reflects your business's personality and values, enabling you to connect more deeply with your customers.

Effective marketing and public relations tactics will help you reach your audience and build brand recognition.

Most importantly, you'll understand the significance of delivering on your promises, fostering trust and loyalty among your customers.

WHAT YOU'LL GAIN

Understanding your customer

Delve into the minds of your customers to better understand their desires, preferences, and expectations. Crafting a customer "bullseye" will help you make informed decisions and target your marketing effectively.

Building your brand

Discover the essence of your brand, going beyond logos and visuals. Your brand represents the personality and experience of your business. Learn how to differentiate your brand from the competition and align it with your customer "bullseye."

Marketing and public relations

Gain insights into the holistic nature of marketing, extending from online searches and website navigation to the overall customer experience. Understand the power of public relations and how to leverage it effectively.

Delivering on your promises

Explore the importance of delivering on the promises you make to your customers. Assess how your brand, marketing, and the actual product or service you provide align with your customer's expectations.

MODULE 4:

Building a business that is *innovating, growing, and performing*

Become a high performing business.

This module will empower you to create a business that not only survives but thrives in a dynamic business landscape. We will provide you with essential skills and strategies for building a resilient, innovative, and high-performing business.

You'll learn to leverage coaching for personal and business growth, ensuring you make informed decisions and avoid common pitfalls.

Embracing innovation will help your business stay competitive and adapt to changing market conditions.

Resilience in the face of failure and feedback will enable you to turn setbacks into opportunities for improvement.

Finally, prioritizing your life and wellbeing will help you maintain a healthy work-life balance while achieving your business objectives.

WHAT YOU'LL GAIN

Coaching and conditioning

Understand the importance of self-talk, reflection and coaching to ensure your business operates at its best. Discover how coaching can help you make the right decisions and improve your business.

Innovating to stay relevant

Embrace the concept of innovation as a necessity for staying relevant in a changing world. Learn how to encourage innovation in your business and continuously enhance your products, services, and customer experiences.

Springing back from failure and feedback

Develop resilience in the face of failure and feedback. Discover how to use setbacks as valuable lessons for growth and improvement.

Prioritising life and wellbeing

Explore the importance of maintaining work-life balance and personal wellbeing. Identify strategies to prioritise your health and energy while achieving your business goals.

2024 Course Format and Schedule

Day 1 - Agenda (sample)

Tues / Wed / Thu / Fri
9:30am–2:30pm

9:30am Welcome with Janine Allis

10:30am Session 1

11:00am Coaching | Learning

12:00pm Lunch

12:30pm Coaching | Learning

1:15pm Session 2

2:00pm Q&A with Janine Allis

2:30pm Finish

2024 Cohort Schedule

Our course is delivered in live, online sessions over 4 consecutive days between 9:30am–2:30pm.

Our 2024 cohorts are below.

February 2024 Tue 20 - Fri 23

May 2024 Tue 7 - Fri 10

August 2024 Tue 6 - Fri 9

October 2024 Tue 22 - Fri 25

Testimonials



These past four weeks have been nothing short of phenomenal. I've had the privilege of meeting some amazing people and I'm incredibly grateful for the entire experience.

DAVID FORGE
FORGE LANDSCAPE STUDIO



If you're a mum like me seeking clarity in of running a successful business, The Business Academy is a game-changer. I chose the four-day intensive course, which conveniently aligns with school hours from 9:30 am to 2.00pm.

LISA TU
SWEET BOTANICS



When I learned that Janine Allis had created a business course, I knew it was exactly where I needed to be. If you are looking for real-world guidance and expertise, this course is worth every penny.

NATALIE JACOBSON
HEALTH JUNKEE



I felt excited and motivated to attend the course. I learned so much from the smaller subgroups I interacted with daily, and we had a lot of fun along the way. I wholeheartedly recommend taking this course and investing in yourself.

JOHANN KELAART
ENGAGE IONI PSYCHOLOGY



A note from Janine

We at The Business Academy know business isn't a walk in the park. But we're here to offer a simple approach to mastering the business game and creating sustainable, top-notch brands.

Our method is straightforward—it's based on real-life experience, not just theory. The Business Academy is born from all the lessons learned while actually doing business, not just studying it.

We've crafted courses and resources that follow an easy-to-follow format. We put a spotlight on practical application and encourage a hands-on learning style because, let's face it, that's the best way to learn.

Our aim? To help the next wave of entrepreneurs turn their dreams into successful brands and businesses.



Janine
X

THE BUSINESS ACADEMY

What are you waiting for?

[ENROL NOW](#)

Want to have a chat?

[BOOK IN A TIME WITH
OUR CO-FOUNDER](#)

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