



PROGRAM OUTLINE

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WHY AN MBA FOR TRADIES

“Automation will change the jobs that we do, but it will mostly change the way we do our jobs”

Trades are no exception, and with automation taking over some of the most routine tasks, Tradies will find that they have more time to spend working on their business and not in it.

Over the last 10-15 years the trade industry has experienced a boom in the amount of work that was available to everyone, however that boom is now in decline. Tradies are faced with a future where they have to find better ways, more innovative solutions and work on preparing their business. The problem most face is that they have never been taught where to start or how to run a business.

Not only that, they have the challenges of the enormous changes coming in automation and advancements in innovation – and most bury their heads in the sand at this stage.

E&C work daily with a number of trades and understand all of these concerns. This is why the Tradie MBA program was birthed, to help provide the tools and resources for Tradie business owners and leaders to thrive and grow.



WHO IS THIS FOR?

Whether you are a Tradie that's found their way into business ownership (because it was the next step), or you are a Tradie focused on taking things to the next level, or you are a business owner and leader that is questioning how to innovate and grow your business in this time of change - our Tradie MBA is for you.

BUSINESS OWNERS

Those who understand that they cannot stand still with the advances of innovation and automation going on around them. They want to understand how they apply innovation into their business to ensure sustained growth and sales as well as trying to position their business for future-proofing.

ENTREPRENEURS

Transition your ideas and dreams into reality and learn the best tools and resources to maximise the opportunities that sit before our feet in this time of change. Research and history tells us that it is in these times of change that today's successful companies drew the line in the sand. It was in these moments that they made their fortunes. The decisions we make today for our businesses, families and our future, will have enormous effects on where we might be in years to come. Embrace the change, capitalise on it and allow us to help you grow the 'E&C way'.

LEADERS

Those who wish to gain valuable insights into how the best leadership will not only help you develop, but also set you up for business success and be at the top of the Tradie Tree.



PROGRAM OUTLINE

The Tradies MBA is a four-month program, where you will complete a new module each month. Each module will introduce you to new learning skill-sets that will ultimately help transition your professional leadership and business on your future pathway.

We like to call it going from your Trade Business 1.0 through to Trade Business 2.0.

KICK- STARTER

THE FOUNDATIONS

Topics Covered:

- Introduction to E&C's teaching philosophy
– E4 (*Thinking, Leadership, Innovation, Growth*)
- Setting of your personal and professional goals
- General business strategy, including P&L overview
- Kick starter session. This will be a one-day session where you get to meet your fellow Tradies, the E&C team members, and get to know how the course will run over the next four months.

MODULE 1

REALIGN YOUR THINKING

Topics Covered:

- The importance of changing your mindset
- What 'thinking' really is and how to do it
- Introduction of the 'Analogue to Digital' concept
- How changing your thinking will future proof your business

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MODULE 2

LEADERSHIP & YOUR BUSINESS

Topics Covered

- The power 'Storytelling' as a tradie business owner
- Marketing for Tradies
- Analytics, Statistics and useful Research for tradie businesses
- Leadership; what it is and how you can maximise your influence
- How to practice great leadership to drive outcomes in your business and coach those

MODULE 3

INNOVATION & SUSTAINABILITY

Topics Covered:

- Accounting and Finance for Tradies
- Corporate Governance for Tradies
- Human Resources for Tradies
- Legal Requirements for Tradies
- Problem Solving & Implementing outcomes for Innovation and Growth in your business
- Managing adversity and being resilient in your leadership whilst developing a culture of Grit for your team
- Prototyping and testing your Analogue to Digital business strategy

MODULE 4

THE INNOVATION STRATEGY

Topics Covered:

- Transition your business from Analogue to Digital
- How to manage the change long term
- Implement a culture of E4 within your leadership and business
- Present your Trade Business 2.0 project to the team

HOW YOU WILL LEARN

CONTENT



You will receive ongoing content throughout the MBA that will include articles, news, recordings and videos that will all help in your learnings. This content will be received in our face to face meetings and also via other forms of media during the course for you to continue your learning in the day to day.

CLASSROOM



As part of the course you are given in iPad, where you can log on to the E&C Tradies MBA app. This app will act as your main hub for any information that is relevant to your studies. It will include information such as upcoming networking events, E&C tools and resources, content learning, finance tools, news hub and any other contact information that you might need.

IPAD/ MBA APP



We understand that most Tradies don't like sitting down in a classroom for hours on end. Our face-face teachings are designed to meet the needs of our clients in a friendly 'non-school' environment. We ensure that the teachings are kept to short intervals, done in the morning so that you can get back to work in time for the day ahead and we will even record the sessions so that you can go back and listen to it later.

COACHING & MENTORING

You will have access to the E&C team, to help coach and guide you through the MBA learnings as well as all the task and project requirements.



INDUSTRY EXPERTS

Learning from experts who have 'been there, done that'. By reflecting on an expert's insight, you can better assess viability of your ideas.



NETWORKING

Attending ongoing networking events to make connections with potential partners or customers.



WHAT YOU WILL GET

- 4 interactive classroom workshops with business & industry mentors
- MBA training materials
- Dedicated program manager
- One-on-one coaching sessions (4 – one hour sessions)
- E&C Tradies App based learning
- iPad; preloaded with our E&C Tradies App, and any other apps or programs that you may like to use. At the end of the course the iPad is yours to keep!
- Networking with fellow Tradies
- Opportunities to discuss Research and Development grants with the E&C team
- Opportunity to engage in ongoing coaching services with the E&C team.



WANT TO KNOW MORE?

✉ info@elephantco.com.au

☎ 03 9894 0729

📍 5 Silver Grove
Nunawading, Victoria,
Australia 3131

🖥 www.elephantco.com.au/Tradiesmba

