

Business Growth Accelerator Program for TalentPredix™ Practitioners

Scale Your Business with Impact



Program Description

The Business Growth Accelerator Program is a 12-month virtual development journey designed to help TalentPredix™ practitioners and coaches grow and scale their businesses with confidence, clarity and impact. Through six interactive sessions, participants will strengthen their positioning, design scalable offers, attract and retain clients, and build sustainable growth systems - while leveraging the full value of the TalentPredix™ ecosystem. The program combines practical tools, peer learning and expert facilitation to support long-term success without burnout.



Learning Objectives

By the end of the program, participants will be able to:

- Define a clear business vision, niche and growth strategy aligned with their strengths and goals.
- Articulate a compelling, differentiated value proposition.
- Design and package scalable, high-value coaching, consulting and workshop offers.
- Strengthen visibility and credibility through effective marketing, messaging and storytelling.
- Build and leverage partnerships, referrals and professional networks to expand reach.
- Implement systems, processes and tools that support sustainable growth and efficiency.
- Balance delivery, business development and wellbeing as the business scales.
- Create and commit to clear action plans that translate insight into measurable progress.

Format

This virtual program runs across 6 sessions over 12 months.

To gain the maximum benefit, we strongly encourage you to attend all sessions. However, if you're unable to join a session, recordings will be made available.



Session 1: Laying Strong Foundations for Growth

POSITION WITH STRENGTHS

Distinct value using TalentPredix

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Focus: Define your vision, niche, and unique proposition.

- Clarify business goals and personal success metrics.
- Identify your target market and ideal client profiles.
- Articulate your unique value proposition using TalentPredix™.
- Set your business growth priorities for the next 12 months.

Session 2: Designing Scalable Services & Offers

CREATE SIGNATURE SOLUTIONS

Offers across the lifecycle

2

Focus: Package your expertise into high-value solutions.

- Core TalentPredix™ applications across the employee lifecycle.
- Create signature coaching, consulting, and workshop offers.
- Develop tiered packages for different client segments.
- Peer feedback to refine offers and positioning.

Session 3: Winning Clients & Building Visibility

STORYTELLING THAT SELLS

Credibility, content, conversion

3

Focus: Marketing and business development strategies that work.

- Craft standout messaging that resonates with decision-makers.
- Use client success stories and data to build credibility.
- Content ideas for blogs, LinkedIn, and webinars.
- Networking and relationship-building techniques.

Session 4: Leveraging Partnerships & Referrals

Focus: Expand your reach through strategic connections.

- Identify potential referral partners and collaborators.
- Build relationships with HR, L&D, and consultancy networks.
- Turn happy clients into advocates and repeat buyers.
- Co-create a partnership outreach plan.

STRATEGIC
ALLIES AND
REFERRALS

Networks that compound

4

Session 5: Streamlining for Scale

Focus: Systems, processes, and tools to grow without burnout.

- CRM, scheduling, and communication tools for efficiency.
- Templates and repeatable processes for consistent delivery.
- Delegating and outsourcing effectively.
- Balancing delivery with business development.

OPERATIONS
THAT FREE YOU

Tools,
processes,
outsourcing

5

Session 6: Co-Development & Action Planning

Focus: Solve challenges, share wins, and commit to next steps.

- Peer breakouts to tackle current business roadblocks.
- Group feedback and solution sharing.
- Create a 90-day action plan with accountability partners.
- Program wrap-up and celebration of progress.

CO-CREATE THE
NEXT CHAPTER

Peer support,
action plan,
celebration

6

Lead Facilitator



James Brook

Founder & CEO, TalentPredix™
Leadership Consultant & Executive Coach
[in James \(FCIPD\) Brook](https://www.linkedin.com/in/james-brook-fcipd/)

James Brook is a leadership, talent, and successful entrepreneur with over 30 years' global experience in positive leadership and strengths-based talent development.

As a seasoned executive coach and business psychologist, he has helped thousands of leaders and organisations unlock potential, ignite innovation, and build thriving, high-performing workplaces for clients including Meta, GSK, Hilton, LVMH, Novartis, Salesforce, Swiss Re, Tesco, and Yahoo!. James is passionate about entrepreneurship, innovation, and sustainable business, and he mentors and helps other coaches, HR leaders, and consultants to build thriving, purpose-led practices.

Founder and Managing Director of TalentPredix™, James created this next-generation strengths assessment and development platform to help organisations unlock the potential, passion, and peak performance of their people and teams. Previously, he pioneered strengths-based talent assessment in the UK by founding Strengthscope® in 2006, growing it into a global market leader before selling the business in 2018. His earlier career includes senior HR and talent leadership roles at Yahoo!, NatWest, and Novo Nordisk across the UK, US, South Africa, and Scandinavia.

An accomplished speaker and author, James regularly presents on positive leadership, the future of work, and strengths-based talent development at conferences including multiple CIPD national events. He is co-author of *Optimize Your Strengths* and writes widely on workplace transformation and unlocking human potential.