

A sunset over a body of water with silhouettes of trees and a branch in the foreground. The sky is filled with golden light and clouds, reflecting on the water. The foreground shows dark silhouettes of leaves and a branch.

ANTHONY ROBBINS

# BUSINESS MASTERY

*Lead Your Business Effectively, Efficiently & Profitably To Thrive In Any Economic Time*

## LEVEL II

Over the past 30 years, Anthony Robbins has successfully consulted the best of the best in all aspects of business, management and leadership. BUSINESS MASTERY, LEVEL II is the advanced compilation of everything that he has learned along the way. This program is designed to immerse you in high-level skills, tools and strategies that will drive your business to a new dimension. Model and learn from Tony's own partners and mentors—innovative leaders who have thrived in even the most challenging economic times.

This program is not for the weak-hearted. It's a premier course designed to challenge you so that you walk away both with a deep understanding of the complexities in your business and a comprehensive plan to revolutionize the way your company operates. It's about rolling up your sleeves, getting down to work and attacking every aspect of your business in detail. BUSINESS MASTERY, LEVEL II is your

opportunity to really understand what's working and what's not—not just from your own perspective, but from the perspective of your entire company.

*“No one outside of your company can provide you with the answers. If they say they can, they're lying. The solutions that will make your business a long-term success must be arrived at internally.”*

—Anthony Robbins

We are going to work hard, but we'll play hard as well. We'll have fun, we'll connect and we'll learn from each other. There is an immense opportunity to cross-pollinate ideas. We have everything from armies of one to billion-dollar enterprises. Smaller businesses will have access to top business processes and strategies; while larger companies will be stimulated by the innovation, creativity and fresh sense of urgency growing businesses bring to the table.

# INNOVATION ✦ STRATEGY ✦ PROFITS

## EXPECT THESE RESULTS:

### **Develop a strategic advantage that will put you ahead of the game.**

To survive in today's market, you have to consistently look for ways to innovate and grow. The marketplace is changing at a rate that we have never seen before, and the only way to stay ahead is to anticipate the need for change and to constantly develop new skills and tools. Figure out what is really working in your business and where you need to start focusing your energy. Bring new life into your business by finding the areas and opportunities for profit that you have likely overlooked. Get out of the box and step into the next phase of your company's growth.

### **Understand the keys to grow your business and structure successful deals.**

Learn from one of the best minds in business, Keith Cunningham. Steadfast and committed to learning the ropes the hard way, Cunningham has a tenacity to succeed that is unparalleled. By “going into the trenches” and learning through his own mistakes, he knows what it takes to grow a business from literally nothing all the way to an

unstoppable machine. Keith's determination and knack for evaluating good business deals has led him to create millions of dollars worth of profits and value. However, his real passion is teaching—helping others grow and nurture their potential for success and prosperity. He has taught, literally, thousands of entrepreneurs around the world the skills and tools used by the pros to succeed in all aspects of business.

### **Learn how to:**

- Maximize your company's potential growth
- Effectively manage your key business drivers
- Analyze risk and resolve business challenges
- Structure a deal that works

*“Having intelligence is not as important as knowing when to use it, just as having a hoe is not as important as knowing when to plant.”*

—Chinese Proverb

Due to the exclusive nature of this opportunity, this program will sell out. Call 800.898.8669 / 858.535.9900 today. [www.TonyRobbins.com/BusinessMastery](http://www.TonyRobbins.com/BusinessMastery)

## BUSINESS MASTERY LEVEL II FACULTY INCLUDE:

### **Anthony Robbins**

For three decades, Anthony Robbins has served as a key advisor to renowned world and business leaders. He has an unrivaled ability to distill complex strategies into simple and powerful models that can be applied immediately to produce measurable, lasting results. A recognized authority on the psychology of leadership, negotiations, organizational turnaround and peak performance, Robbins has been honored for his business acumen, strategic intellect and humanitarian endeavors.

### **Chet Holmes**

Chet Holmes is one of America's top sales & marketing executives, strategic consultant and business growth expert; he has worked with over 60 of the Fortune 500 companies. The author of the best selling book, *The Ultimate Sales Machine*, Holmes has identified and developed the 12 core competencies that are proven to provide the main structure of truly great companies.

### **Scott Hallman**

Scott Hallman provides entrepreneurial companies with “real world” implementation strategies and tactics to help them Build-Grow-Profit from their businesses—all with little, time, money, effort or risk. Hallman's companies have twice been named to the “Inc. 500” list of the fastest-growing privately held companies in America (#59 and #106). In addition, his last company he co-founded grew from \$0-\$85M in just 21 months and was valued at nearly \$1billion.

### **Keith Cunningham**

Keith Cunningham is a financial strategist who has started over 15 companies, negotiated scores of million-dollar-plus deals, and has structured and negotiated over \$1billion of financing for business ventures he's been involved in. He is a successful, charismatic and inspirational facilitator who has negotiated many deals on Wall Street. Cunningham has taught thousands of entrepreneurs the skills and tools to succeed in all areas of business in his 4 Day Mini MBA courses.



## THE FIJI EXPERIENCE

You will transform your enterprise and your spirit in a majestic sanctuary of seclusion, focus and beauty. The program is conducted in one of the most beautiful settings on earth, with ample occasion for indulgent recreation. Imagine greeting the day with a stroll or jog along a palm-fringed beach caressed by the glistening Koro Sea, or swimming in crystal clear waters as warm as the balmy breeze. Anthony Robbins, of course, has designed some unique adventures to ensure memories of a lifetime.

---

*“We sat under a blaze of stars in the middle of the South Pacific. Where clear seas gently swayed. Lush green rain forests spoke. And vast blue skies awoke. Here, we saw people everywhere spending time with Fijians in their unspoiled land.”*

—Anthony & Sage Robbins

**With the power of anticipation, utilization, and maximization, you will discover how to:**

- Seek out problems, decipher problem types, and create a schedule of attack.
- Fully utilize your most valuable asset: human capital.
- Identify factors keeping your organization from achieving visionary success.
- Share ideas and turn them into systems that perpetuate business success, impact and prosperity.

Join the best leaders in their industry and Anthony Robbins in this exclusive opportunity to expand, amplify and explode your company's potential.

### **Create a culture of performance and results.**

Anthony Robbins' Rapid Planning Method (RPM) is a results-focused, passion-driven, massive action plan, and it is the only time-management system in existence that relies on achievements and progress instead of just movement. RPM is a way of thinking that immediately focuses employees on their results instead of on 'to-do' lists. Doesn't it make sense that before managers can create a plan with a team, the leaders of the company must first know the long and short term strategic outcomes for the day, quarter or year?

What could it mean to your bottom line if your organization was trained in the most powerful results planning system ever devised?

- Massive productivity increases
- Shared vision
- Coordinated action plans
- Systematic solutions
- Unwavering focus on critical outcomes
- Streamlined decision making
- Predictive planning
- Extraordinary results

Now you can create a results-driven culture that provides your people with the emotional drive—the why—that will propel them to produce the results to which your organization is committed. **Their levels of productivity and fulfillment will massively increase, creating an explosive synergy that will revolutionize your organization.** Anthony Robbins' Rapid Planning Method is empowering individuals and teams to achieve results far more quickly than ever before, while enjoying the process. The impact is simply extraordinary.

### **Design an integrated and cutting-edge marketing approach.**

Get the most current and effective strategies to help grow your customer base, increase your transaction value and maximize your back-end sales. All business comes down to two fundamentals—marketing and innovation. Learn how to take your marketing to a whole new level with proven techniques that are changing the way business is done. By applying specific new techniques that really work in today's market, you will be able to connect to customers and new prospects more easily and efficiently—driving forward *real* results for your bottom line.



### **Know every issue or Point Demanding Attention (PDA) in your business**

Learn a systematic method to elicit, utilize, and maximize every business problem that has not yet been solved by your team. You will discover that you and your team do have all the answers for your business. All of the PDAs for your business will be captured, categorized, sequenced and syntaxed so you and your team can be empowered to do the right thing at the right time and can avoid doing the right thing at the wrong time. You will know how to rapidly identify those life-threatening and unnatural problems that must be attacked head-on. The groundbreaking process that is utilized to elicit, apply and maximize this information will powerfully change the way you interact as a business forever.

*“Businesses without problems are destined to fail.”*

—Anthony Robbins

Due to the exclusive nature of this opportunity, this program will sell out. Call 800.898.8669 / 858.535.9900 today. [www.TonyRobbins.com/BusinessMastery](http://www.TonyRobbins.com/BusinessMastery)