



Captains School

The unusual looking object on the cover is a *Sextant*.

Until recently the sextant was used to do the job that the GPS does today. If you were the captain of a ship, you and the ship's navigator would be intimately familiar with this tool.

How is this useful in your business?

The Sextant is an illustrative metaphor for the system used to chart the course, keep the ship on track and focused on its destination. This system is what separates the businesses that reach their destination and those that become shipwrecks. Having these pictures in our mind's eye helps us understand and interpret our own situation.

As business owner you must navigate through the sometimes rough waters of the marketplace and face real storms with tough decisions to be made. You need a system that will provide information so you can stay on course and reach your destination on time and on budget... just as the sextant does on a ship.

Prime Strategies Captains School provides the system, the tools, the knowledge and the skills for you to be able to make critical business decisions using pertinent information about your business and the marketplace. In this six-month course you will learn highly-effective proven strategies that will set the foundation for your business stability, growth and success. The purpose of this course is to transform you from business owner to business leader, so you become comfortable and confident in your role as captain of your ship.

Stop spending your precious time putting out fires and finding yourself off-course. Take the pressure and stress out of running your business. Put yourself and your business on the fast track to success using this proven navigation system. Read on to observe the transformation process.

— Marian Banker



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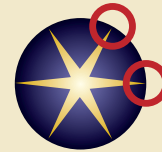
Take Command of Your Ship

The purpose of this course is to prepare you to become the confident captain of a successful business. In the process of learning and carrying out the assignments you will gain the mindset, tools and skills needed to build a strong and profitable business. You will be on the fast track to success, with the bottom line to show for it.



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PREPARE FOR THE JOURNEY **(Captain Mindset)**

- What it means to Take Command of Your Business,
- Why you need to function as captain/leader,
- Critical elements of leadership,
- The Business Success System,
- Leadership Tools.



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RESOURCES & STRATEGY **(Assessment)**

- Assess Personal and Business Strengths and Weaknesses,
- Assess the Current Status of Your Business,
- Analyze Findings and Review Key Processes/Systems,
- Identify areas that need support and those that can be capitalized upon,
- Determine Marketing/Branding Strategy,
- Establish Long Term Goals.



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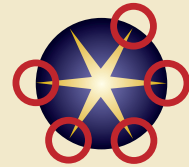
CHARTING **(Planning)**

- Establish Priorities and set Short Term Goals, Strategies and Planned Actions
- Calculate Cash impact of your Actions,
- Create a Short Term Business Operating Plan & Budget,
- Learn the relationship between Actions and Results
- Become clear about how you will be profitable.



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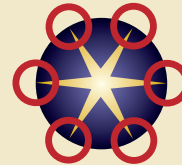
CAPTAIN'S LOG **(Execution)**

- Prepare to carry out your Plan,
- Take Action on your Course,
- Use Navigation Tools to Monitor and Adjust,
- Assess the Results of your Actions,
- Repeat the process and update your Plan.



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ANCHORING **(Support)**

- Sustain accountability by continuing to use the process you've learned such that it becomes standard procedure,
- Retain access to an objective perspective from someone who has learned your business from you,
- Benefit from continued guidance and support in making sound business decisions,
- Continue to develop benchmarking and milestones toward goals.

PRIME  STRATEGIES



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Your Achievement Will Be:

- 1 - Confidence to function as Captain of your business,
- 2 - Less time wasted putting out fires,
- 3 - Significantly reduced stress,
- 4 - Clear goals and a well-calculated strategic plan of action,
- 5 - Ability to understand and use your financial information for better decision-making,
- 6 - Ability to consistently reach your goals,
- 7 - Integration of a navigation system that will support you in building your ultimate fleet.



Investment: \$4,800 paid in advance OR \$950 per month for 6 months.

"Contact me, [Marian Banker](#), to schedule your free introductory session. "

Your trainer, tutor and coach is Marian Banker, MBA, who has been developing business captains since 1996. The Prime Strategies Captains School incorporates all she has learned in these many years of business. It is a simple and easy, yet powerful, business navigation system that has proven time after time to provide a direct route to business success.

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