



Entrepreneurs, Millionaires, Leaders & Sporting Heroes: all giving YOU their secret strategies for success for 2 full days...

Business Mentors, people like you, are being sought to coach Calderdale's future leaders – our teens - and help them get the most out of a unique 2 day experience, all while benefiting massively for yourself, your business or career and ... your life.

You're Invited to Mentor at stepUP Calderdale on 13 & 14 October 2009.

The purpose of the stepUP Foundation, a not for profit organisation founded in Australia and now in the UK, is to shift the future of humanity – literally. By educating and exciting teenagers about the possibilities for their futures in business and in life. We do that by bringing high profile, inspirational entrepreneurs, sporting heroes and other leaders together with teens over a unique 2 day seminar; and you get to benefit. The next stepUP is being held on 13 & 14 October 2009 and you're invited to be a 'Business Mentor'. At the event teens are put into groups and each group is given a Business Mentor – you – to simply guide them through the 2 days and make sure they get maximum value from stepUP.

Leadership, Team Development & Business Mentor Training: You Can Do It!

One of the first things people often say to us is "I think what you're doing is great, but I'm not sure I could Mentor". Funnily enough we've had Chief Executives of major companies say that! And yet, if you've had life and business experience and have been successful at what you do – we know you have something to give back and contribute to our future leaders.

To put your mind at ease, we give you all the training and development you need to be fully equipped for the 2 days of stepUP. You attend a Business Mentor Leadership & Team Workshop to ensure you are 100% prepared for your role as a Business Mentor and are ready to have an inspirational stepUP experience. This workshop will be held the evening before the event and is also designed to hone your skills at building teams quickly, as a Business Mentor and a leader in business and life. You'll discover strategies and tools on how to get the best out of people under any circumstance; how to manage people as they are being challenged and much more. This workshop is led by a top business coach and is worth hundreds of pounds, however it's included FREE to add value to your stepUP experience because...

You Make a Difference.

Probably the best part about stepUP is that you have the unique opportunity and privilege of contributing to someone's life directly and powerfully – your teens. Up to 40% of teens who'll attend are underprivileged or 'at risk'. The opportunity for them to meet you – someone who has had success in life, dealt with your own challenges and come out on top and is committed to making a difference, is a rare occasion for many of these teens. Teens surveyed report that:

- 98% are more encouraged, excited and inspired about their own lives
- 96.5% feel like there are more possibilities and choices open to them
- 96% feel armed with more information, tools and strategies
- 94.5% feel better about themselves, stronger and more empowered to have a go in life
- 93.5% feel that no matter their circumstances, they have a say in how their life goes
- 96% feel their lives have been enriched by attending stepUP.

Business Mentors are a huge part of making that possible. You'll help alter the course of someone's life for the better forever. Also, ALL funds from the sale of Business Mentoring spots will go towards making the event actually possible. Thanks to our generous speakers donating their time and sponsors providing in-kind support, the costs of putting on the event are being kept to a minimum. Most importantly, any surplus remaining after the event is invested in follow up activities with the teens who attend.



Learn Directly from Inspirational Speakers.

Business Mentors get to listen to every high calibre speaker at the stepUP event and make no mistake that packs a powerful punch! Via their experiences, our speakers inspire Business Mentors and Teens alike about what's really possible and deliver key messages on business and life in areas like: business planning, marketing, sales, operations, customer service, personnel/team, budgeting, wealth creation, goal setting, personal development, success modeling, leadership, achievement, health and practical how to's.

Signed up to speak at the Calderdale event, amongst others, are:

- **Richard Reed, co-founder of innocent drinks** - the UK's no.1 smoothie brand, from 0 to 80% market share in 10 years and turnover in excess of £100m a year!
- **Imran Hakim, founder of iTeddy** – recent winner from BBC2's Dragons' Den.
- **Deirdre Bounds – self-made millionaire**, former stand-up comedienne, world backpacker, teacher and founder of i-2-i.com which became the world's largest gap year company.

stepUP Isn't Just Another Conference.

You get results on the spot. As you listen and work with the teens over the 2 days you'll take all you learn from the speakers and directly apply it to your career, your business and possibly your family and lifestyle. That's because our speakers aren't just "talking heads". After each speaker an exercise takes place where you work with the teens on a business concept or on your own business or career initiatives right there and then.

Also, you literally take the leadership, coaching and team development training stepUP provides you and apply it from the moment the doors open on Day 1. Essentially, you take a group of strangers - teens who don't know each other and yourself - and in just 2 days turn your group into a very real team. The metamorphosis is amazing to watch and it means that you leave knowing without question, how to be a great leader and create highly effective teams to produce results quickly and under any circumstances. This new level of skill in leadership and teamwork takes your confidence back at work or at home sky high.

A New Network to Grow Your Business.

Given there will be other Business Mentors and Sponsors participating at stepUP, it is a brilliant networking opportunity! Once you're a Business Mentor, we encourage you to use stepUP to expand your professional and personal contact base. Better yet, you'll be networking with well qualified people who are like-minded and are up to big things in life and business – many of our past Business Mentors and Sponsors now do business with each other. You'll also have the opportunity to meet some of our high profile speakers.

What Result Do You Want For Your Business or Your Life Right Now?

Business Mentors have reported drastic shifts in their ability to produce results following participating in stepUP. What would you like a breakthrough in for your career, business or life – leadership, sales, effectiveness or more? Think about it. Whatever that is, it's all available via your stepUP.

Are you eligible?

Who can be a Business Mentor? Do You Qualify for this Huge Experience?

Mentors are business people, executives, managers, or anyone who has done well in their field of expertise or endeavour. If you're reading this, someone in your life sees you as a leader and thinks you have value to add to the teens, your business mentor peers who will be working with you and stepUP itself. You must be keen to participate and listen to our speakers and committed to getting something of value out of the programme for yourself to really impact your own life. Most importantly, you also need to be interested in teenagers - truly see them as the future of this country and be willing to go for it, get in there and work with them. (Of course, we'll be ensuring that all legal requirements of you working with teens, even for the short time at stepUP are met.)



What's required? When you're in, you're in.

As a Business Mentor you're needed for both days, (also of course, for your training Workshop the evening before the event). You'll be building trust and relationship with these teens as they move through the process. You'll be a positive role model and for some of them, a rare adult showing a committed interest in them. To do that, you'll be there from beginning to end – of course you need to be to hear all the speakers as well! During stepUP you'll have all your materials, workbook etc. and at all breaks, lunch and refreshments provided.

Cost to take part in stepUP

Think of it this way ... most stepUP speakers charge between £5,000 and £15,000 per speaking engagement to talk about just one topic. At stepUP you'll hear from up to 6 of the UK's leaders, appearing together ONLY at stepUP, each speaking about their successes and a different cut at business. Add to that the Business Mentor Development Workshop and stepUP is incredible value for money.

- Company rate for up to 5 employees, £150 + VAT – multiply as necessary
- Company concession rate, £100 + VAT
- Individual rate, £50 + VAT
- Individual concession rate, £35 + VAT

stepUP is an incredibly valuable training opportunity for your own team members to attend with you and for any company looking to drastically increase its people's skills, ability to produce results and motivation! Be sure to grab it now and have your team members become Business Mentors.

Details:

Event: stepUP Calderdale
Venue: Cathedral House, St. Thomas Road, Huddersfield, HD1 3LG
Date: DAY ONE Tuesday 13 October 2009
DAY TWO Wednesday 14 October 2009
Time: Tuesday 8.30 am for a 9 am start to 4 pm + Debrief to 5 pm
Wednesday 8.30 am for a 9 am start to 4 pm + Debrief to 5 pm
You must be able to attend both days + your Business Mentor Leadership & Team Workshop
Pre Event: Business Mentor Leadership & Team Workshop – evening of 12 October, times to be confirmed

Your Next Step ... UP?

Thank you for your interest. Next step – complete and return your Business Mentor sign up form OR for more information, contact Danny Matharu on stepUP@hillrich.co.uk or call him direct on 01924 635080. We look forward to working with you!

The first UK stepUP event was held in Blackpool in November 2008. stepUP Calderdale is the first of its kind in Yorkshire. Join us! Partners helping to sponsor the event include:

