



**We help business owners and entrepreneurs scale their business to 6 figures within 90 days or less!**

## WELCOME: WELCOME



This is the first step on your journey toward a destination that you are desiring and wanting. It could be, Personal, Professional (Business), Financial, or a combination of all 3.

Like any journey, it must start somewhere. This is a prerequisite to any journey, and then must continue with steady progress - like the tortoise.

You may never reach your full destination as you continue your journey, and we hope you never do! Life and Business is about continual learning and knowledge gained, putting it into practice, and having fun along the journey.

Really important is having 'great stops' along the way as you review your progress, because it won't be a linear journey! One thing you 'must do,' is look back to see how far you've come on the journey and reflect on what you've learnt and achieved. (Even the difficult parts of the journey – what was the learning you took from it?)

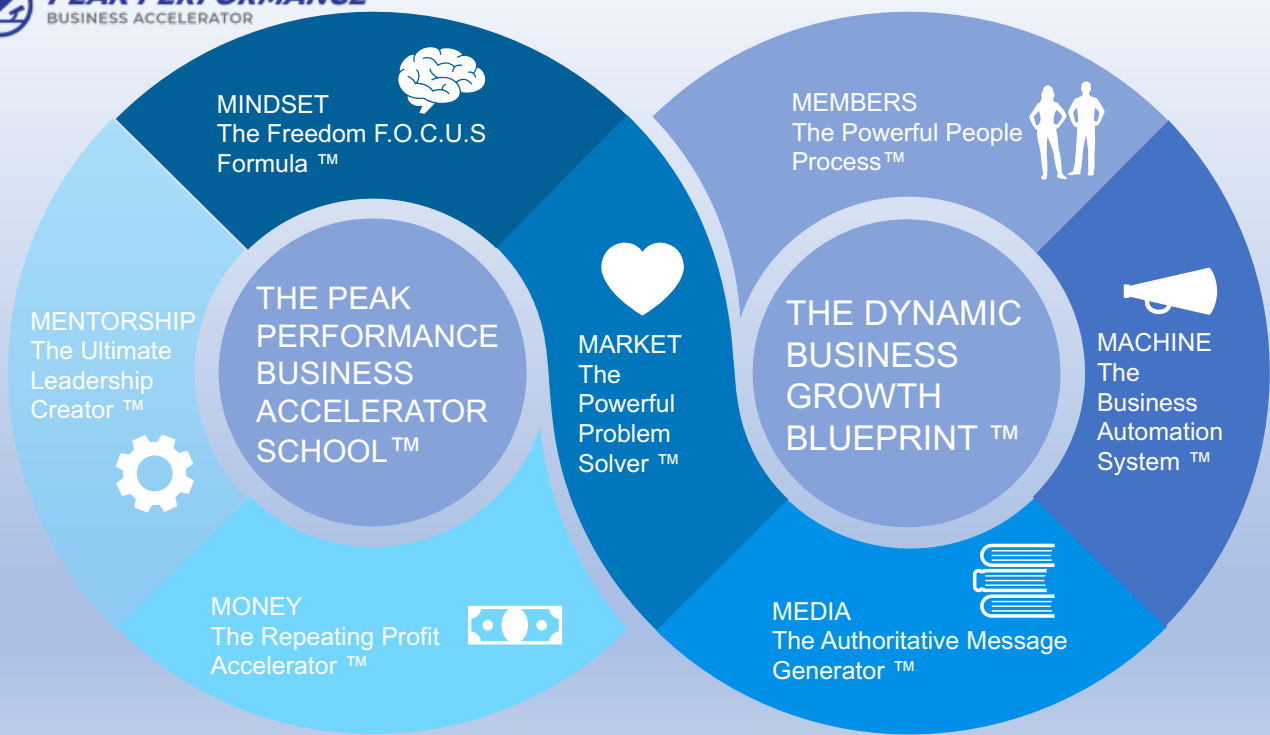
Then look toward the horizon. See the exciting journey ahead.

This is not a quick fix, as there is still much knowledge still to be learnt, - and relearnt, till it's embedded in your unconscious mind.

When you come to a 'Cross-Roads' or a 'Y' junction, stop & pause. When you come to these, Janelle and I will be here to help and guide you pick the best route to continue on.



Stick with it and you'll reap the benefits and rewards and then you'll also understand that you've become a great Business Owner and wonderful person.



There are just **7 Fundamental Business LAWS** that you need to learn in order to become a really great Business operator. This is a Unique and proven system which I teach in-depth. What this means for you, is that you have a Road-map, a system, to put into your business.

**MINDSET.** Having the right mindset and controlling your thoughts and patterns, and feeding your mind positive thoughts. It's about the Top 2". Write down any limiting beliefs that you may encounter along the way and ensure you don't let them stay in your top 2."

**MARKET.** What you'll receive from this Law is you'll know how to attract the customers who are the right fit for your product or service. No more talking to the wrong audience. You'll have customers coming to you based on the value you give, not the price you ask.

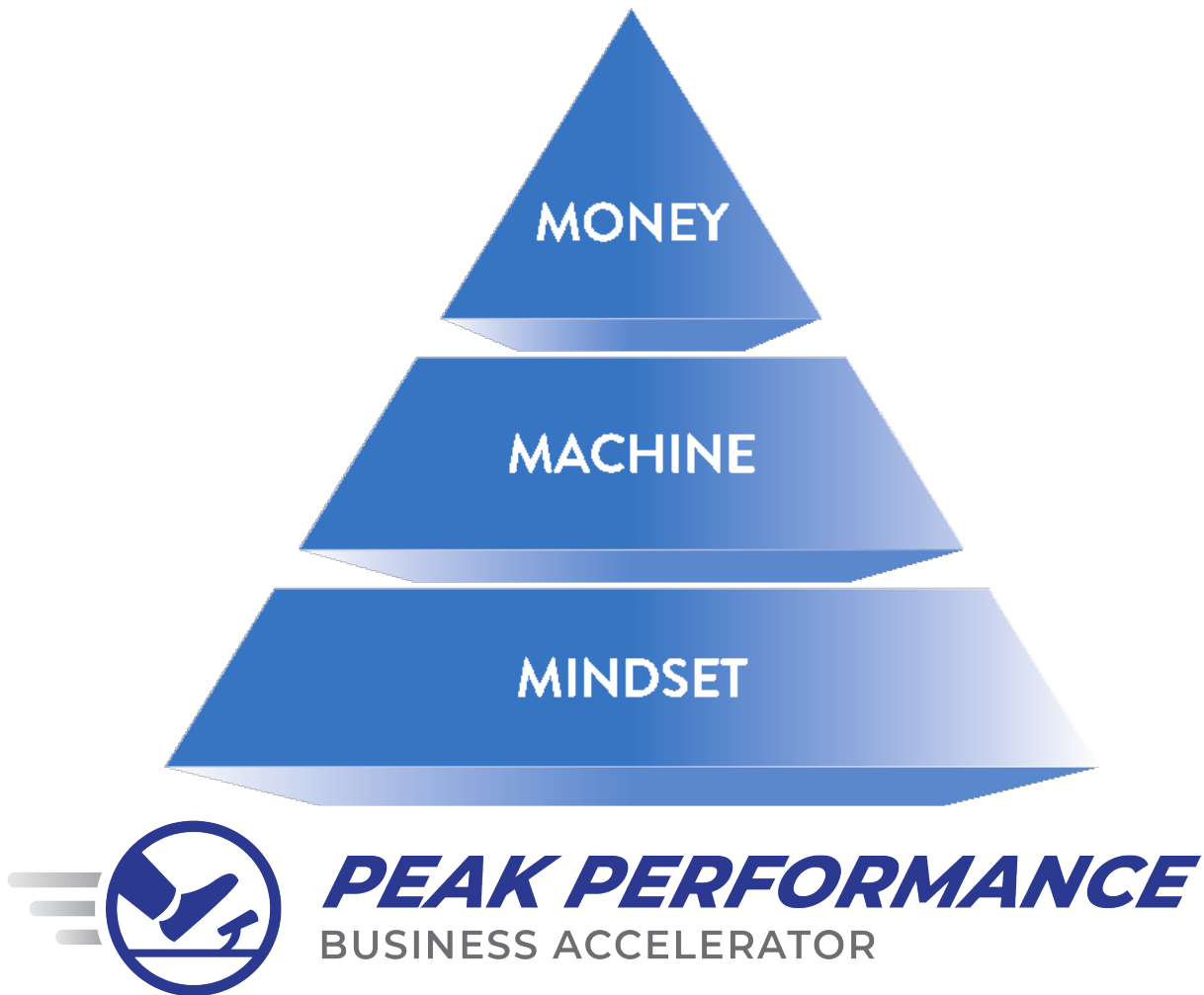
**MEDIA .** You'll understand how to leverage your time and effort effectively to create your unique message, and deliver it out to your market. Leverage in your business - is being able to do more with less.

**MACHINE.** Systemising the business, so it's doing all the work for you, while you just watch the process repeating itself, so you can make more money. S.Y.S.T.E.M. Saving Yourself, Stress, Time, Energy, & Money.

**MEMBERS.** Having the right team, a high Performing Team, working consistently and all pulling in the same direction.

**MONEY.** The law of profits!!!! Know your number's. If you don't know your business numbers how can you make quality decisions, or know what you can, and can't afford. If you are not making enough money from your business then that needs to be fixed. If you're worried about profits, you need to fix that as well.

**MENTORSHIP.** You're seen as a leader in your community. Someone others want to aspire to.



## The strongest structure in the world is a triangle.

Therefore, **MINDSET** must form the base, of your triangle to give yourself & your Business the strength it needs. Having the right mindset and controlling your thoughts and patterns, and feeding your mind positive thoughts is fundamental to every business owner's success.

**MACHINE** – having a **SYSTEM** that can run the Business, meaning it operates without you having to be there, underpins one of the key requirements of having a business, not a J.O.B. A Commercially Profitable Business that can work without you.

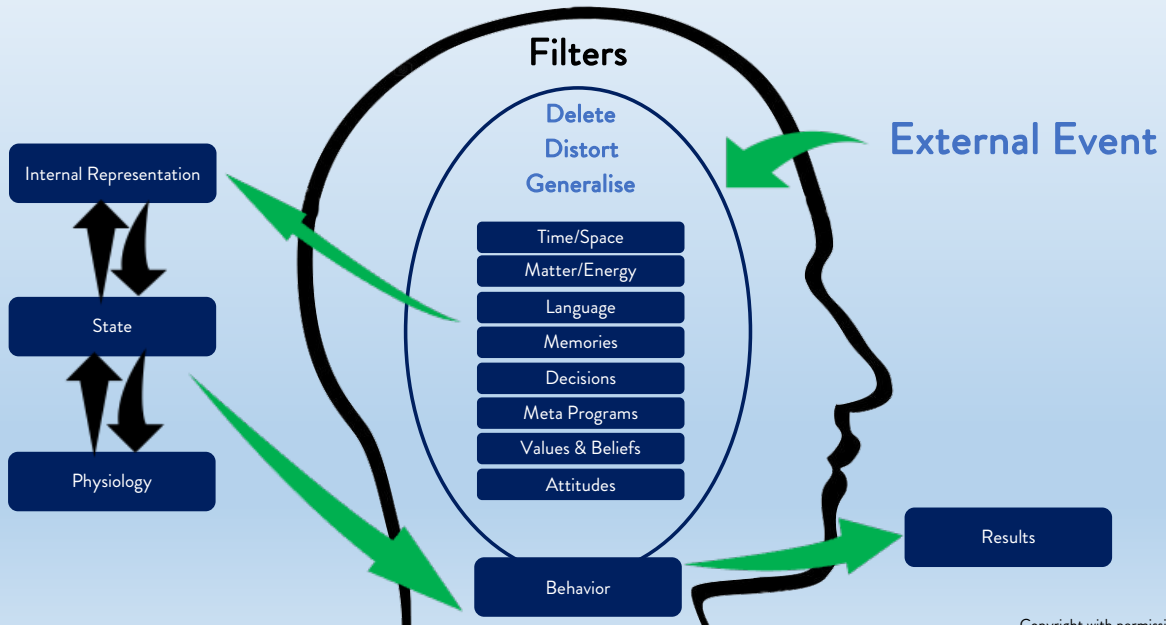
Making & having **MONEY** is at the top, once the other two pre-requisites are embedded in place, which means you make even more **MONEY** and have a lifestyle you have always dreamed of. Recurring income, that just continually drops into your bank account. It's that important.





# ***PEAK PERFORMANCE*** BUSINESS ACCELERATOR





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**Ownership**  
**Accountability**  
**Responsibility**



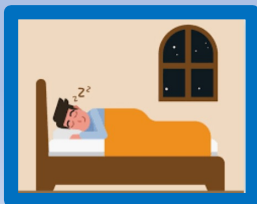
**Results**

How?

Future

Winner

**Blame**  
**Excuses**  
**Denial**



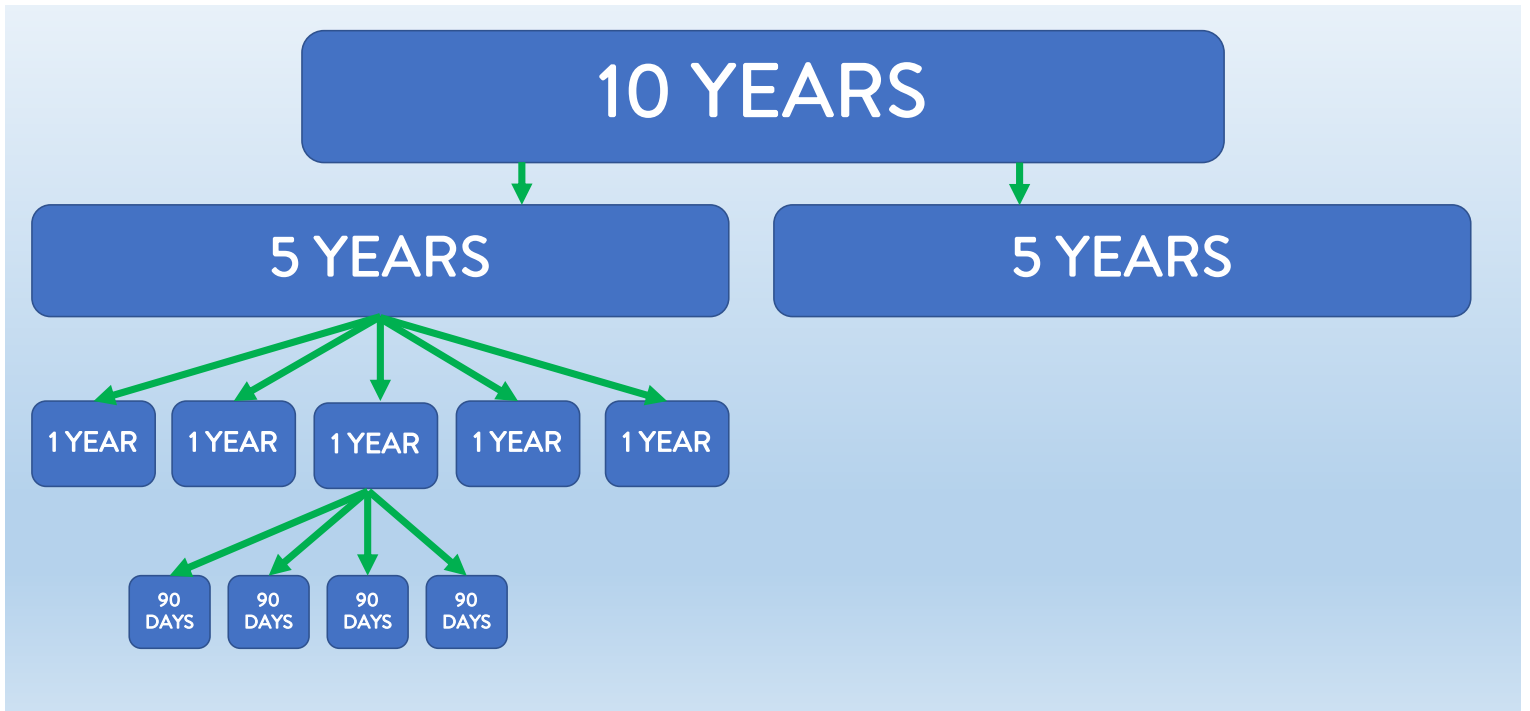
Why?

Past

Victim

**Reasons**

That's the problem with denial. Reality doesn't care what you think. It just keeps rolling along.



Goals must Balance in all areas of Life

Does my Goal serve  
MY LIFE'S PURPOSE



GLOBAL BUSINESS  
PERFORMANCE LTD

# S.M.A.R.T. GOALS

**Goal:** "An aim or an end in mind."

**Aim** - relates to direction

**End** - relates to an outcome

## 4 Levels of Goals

- Dream = settle
- Want
- Need
- Settle – want to make  
£100K, but settle for £50K  
Must settle for dream, not WANT/NEED

# S

Specific  
Simple

How do I know I have achieved the goal?  
If I don't know it's not specific enough

**C.M.** (Conscious Mind)– Goal setter  
**U.C.M.** – (Unconscious Mind) - Goal getter  
**C.M.** tells **U.C.M.** what it wants

# M

Measurable  
Meaningful to you

Must be absolutely specific. No chance for U.C.M. to misinterpret.  
**Get a 5 yr old to do the shopping** – how specific do you need to be?

# A

'As if' – now  
Achievable  
All areas of your life

## Express in present tense

(Future tense doesn't work)

Is it within grounds of achievability?

It's the 31<sup>st</sup> Dec 2021 and there is £100K in my bank account, tax paid

1. Do you believe you can make this happen? Y : No = L.B.
2. Do you believe this will happen? (Take 100% responsibility to make it happen)
3. Is there anything that will prevent you from achieving the goal.

# R

Realistic  
Responsible / Ecological

## Is it realistic for you?

In your model of the world, will it keep other the states in harmony. E.g. detrimental to health - unecological

You don't need to know **'HOW'** to do it,  
when you set the goal – that will come

# T

Timed  
Toward What You Want

Put **specific date** to goal. Not, say 12 mths.  
12 mths open to misinterpretation

What is the **last step** to achieving the goal. Focus  
on the last step to let you know you've achieved it

U.C.M. way more conscious of ways to achieve goal  
that conscious mind. Worst thing to do is have a plan.  
Now take **ACTION**.  
Have the picture of your goal constantly in your head.

I just wanted to drop you a line to say thank you.

The programmes that we have done with you so far have been brilliant and we have both learned so much. We are continually using the techniques and guidance you have given us to make positive changes at AW.

I have no doubt that we will be using you again and I will not hesitate to recommend you to any of our clients whenever I can.

I know we will speak again soon but, in the meantime, a massive THANK YOU.

You are both



Kind regards,  
Lisa Brown FCCA Senior Partner



**Fast forward 3 years. I now employ 8 staff, take 5x the money I was making, enjoy a more indulgent holiday each year, enjoy nights out socializing in decent restaurants. I don't spend time worrying about things going wrong. The additional incomes I can now generate has improved our lives tremendously I'm the happiest and most financially comfortable in life I have ever been!**



Mike Tribe



... I was totally against putting our prices because I believed we would lose clients.

When we finally put our prices up, to my amazement, we lost no customers and the business started to make money.

Taking on the guidance and expertise Pete and Janelle offered was one of the best decisions we made for our business. In fact our business has had a 27% increase in turnover and 17% increase in profit since we have been mentored by Janelle and Pete.

Something we didn't think would happen...

Phil & Rachael



After only 5 months of working with you, we are now adding on £46,000 of new business every month.

Luke Pollard





**GLOBAL BUSINESS**  
PERFORMANCE LTD



**We help C.E.O's and LEADERS  
double their revenue without  
overwhelm by implementing  
proven systems.**



**LEARN:** Every LEADER must learn the fundamentals of what being a LEADER is, compared to being a Manager

**EVOLVE:** Every LEADER must evolve into the person who leads and mentors their staff and clients and community

**AWARENESS:** A fundamental pre-requisite knowing what is surrounding and happening in the business LEADERS environment

**DECISION:** Making timely and strong decisions that benefits the business, the LEADER and the environment they operate in

**EMPLOYEE:** Ensuring there is an H.P.T. culture (High Performance Team) in place and operating effectively.

**RESILIENCE:** To weather the storms of adversity that occurs in every Business

# 6 LEVELS TO LEADERSHIP

- 6. GIFTED LEADER
- 5. RESPECTED LEADER
- 4. LIKED LEADER
- 3. MANAGER - LEADER
- 2. DISRESPECTED MANAGER
- 1. DISLIKED MANAGER



## DEVELOPING HIGH PERFORMANCE TEAMS

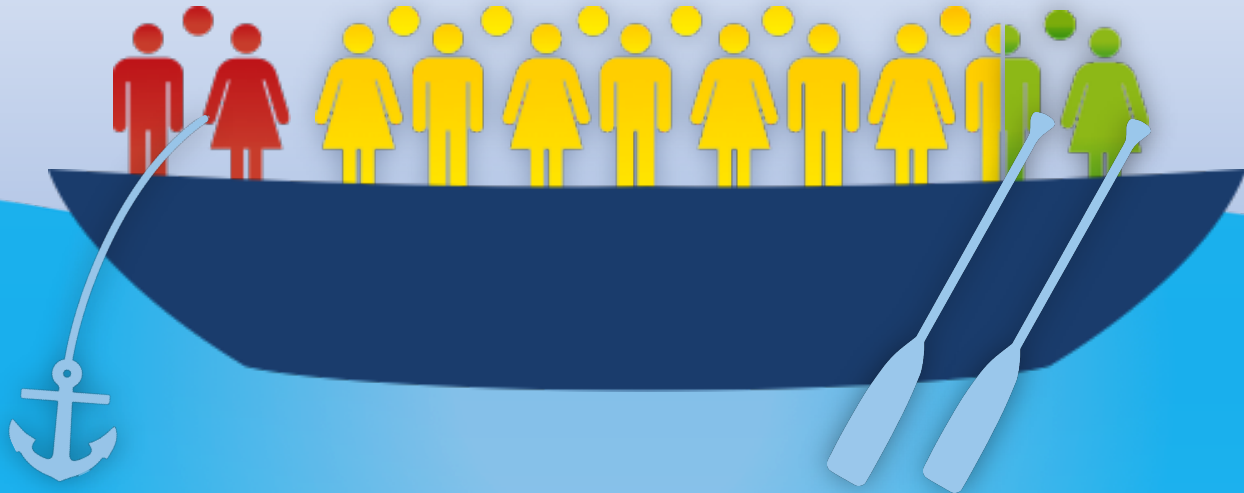


- Great
- Needs Work
- Poor

HIGHLY  
DISENGAGED

DISENGAGED

HIGHLY  
ENGAGED



## 6 RULES OF INFLUENCE & PERSUASION

1. RECIPROCATATION

2. COMMITMENT & CONSISTENCY

3. SOCIAL PROOF

4. LIKING

5. AUTHORITY

6. SCARCITY

CIALDINI - Regents' Professor Emeritus  
of Psychology and Marketing  
at Arizona State University



# AN INTRODUCTION TO COURAGEOUS LEADERSHIP

When it comes to leadership, uncertainty is a permanent part of the process. Furthermore, it isn't an indication of poor leadership, it just underscores the need for it.

It is this environment in which good leadership is most often discovered. Since you'll be constantly called to make decisions with limited info, your goal should not be to eliminate it, but develop the ability to have faith in your abilities and be courageous and clear in spite of it.

It is not your job as a leader to remove uncertainty. It's your job to inspire, have and provide clarity, believe, and progress in the midst of it.

When you do that, you are learning to be a leader.

Imagine a place without a leader, an army without a General. Structure creates order, without it no progress can be made.

As a leader you will be called upon to make decisions regarding business, relationships, money, time, values, opportunities, and disputes. Your decisions show up on the bottom line. In that realm it takes longer to recognize your brilliance or your stupidity, because you're forced to lead for long periods of time without the benefit of knowing whether you made the right call.

Using an agricultural analogy – by the time your 'crop' (your business) starts coming in it's too late to change your agricultural (Business) procedure. What I mean by this is a farmer plants his crop, but has to wait a few months until he sees any results – the fruits of his labour sprouting. It's the same in your business. Change doesn't happen immediately.

A person in a Leadership position needs to understand that if they are a leader, they already have the potential talent to lead. The question is that he may not see themselves as a leader.

Sometimes though the 'Peters Principle' applies, - people get promoted to the level of their incompetence. How often have you seen a person who is great technically at what they do, get promoted and have no idea what to do next or lead and guide those he/she is now charge of?

As Colin Powell the Secretary of State once said, *'Everyone knows who is, and who isn't performing in a team, and they're looking to you as the leader to see what you will do about it!'*

But courage is what will establish themselves as a leader before others.

'What', always precedes 'How'. E.g. I don't have the money. Don't worry, capital follows courage. Don't let 'How' intimidate you.

It's because 'How' is so challenging that it provides great opportunities. If 'How' wasn't a problem, someone else would already have figured it out!

All progress begins with 1 question - What needs to be done?

The future during and after this event belongs to those who are prepared to have the courage to ask the question and the faith to hang in there till, they discover the answer.

Our programs help key leaders in an organisation develop and improve their key relationships so they can:

- Become an even more influential leader
- Build a great culture
- Understand how the right 'Behaviours' Impact the team Culture
- Build a High Performing Team
- Experience increased productivity from their team
- Get buy-in from their team and stakeholders
- Quickly become a 'Gifted Leader'
- Increase the care factor of their employees
- Get better results from their team.

and have the ability to advance and enhance your Leadership skills.

# ELITE EMPLOYEE ENGAGEMENT ACADEMY

Creating an Engaged and Happy Workplace and Workforce is key to every Business being Successful. The key to a High Performing Team is **Engagement**. (Refer P 12)

Ensuring your Team are engaged is one of the most important keys any Business Owner needs to understand. A worldwide study by Gallup found that on average 87% of the worldwide workforce is disengaged or highly disengaged. It is costing Business Owners 34% of the salary they pay out to employees. Imagine for every £100,000 you pay out, £34,000 is wasted and unproductive.

What this means is if your business were a ship, then 2 of your employees are highly disengaged and subverting what you're doing. 6 or 7 are doing just what is required, and will leave if they get a better job with more pay. Only 1 or 2 are doing more than is expected. (Refer boat P 13)

Former US Secretary of State, Colin Powell, made a powerful observation when addressing the 2009 Global Leaders Lecture series;

*“Everyone in a team knows who is and who is not performing, and they are looking to you as the leader to see what you are going to do about it.”*

Having served in the NZ Army, NZ Police, served as a **High-Performance** Teacher, and been **High Level** Rugby and Netball referees, Pete & Janelle have the skills and ability to help you increase your **LEADERSHIP** capability.

What this means for you is that you will be in a place where you can be a **Leader** in your **Business & Community**, because people will see you and your business, as credible and successful. They will want to be associated with you and will want that knowledge in their Business. How will you feel to be acknowledged in this way?

Now also, is the opportunity to build a **High-Performance Team**, if you are wanting to grow the business with employees. With a Team Performing at exceptional levels you have now built a legacy that you can be proud of.

Pete & Janelle have a great process to guide you to become an even greater **Leader**.

The leadership program has given me a lot better quality of life. I have a great home/life balance now, whereas before I was doing 10, 12 hour days, six days a week, and even the Sunday mornings sometimes.

Being able to pick up the kids from school, being able to be involved in their afterschool activities, their golf lessons, their after class activities, and football lessons is great.

I have a great home life balance now.

It's given me a great, positive vibe for me and for the family and also, I'm not being too F.O.W.O.P.T.O.M (Fear of What Other People Think of Me) anymore is a great success for me. The lack of 'fear of what other people think of me' now has gone and has really put me on my own two feet. So yeah, it's been great.



It's actually put the business on its next chapter if I'm honest with you. Making our senior members of staff more accountable, making them accountable and responsible.

And also making it so that if there are any problems, they come to me with a solution, as opposed to trying to get me to deal with the problem. I always found myself putting out the fires on a day to day basis, but I'm now putting the ball in their court.

The leadership programme has been fantastic for the company.

Rob Lorton  
Director  
A2Tyres

The Leadership programme has been really enjoyable.

I didn't know what to expect at the start to be honest, and I wasn't sure what it was going to be like, what the programmes going to evolve into, but no, I really enjoyed it. Some great learnings come out of it.

## A home is a feeling.



I think the major learning for me is more on a personal level.

It's okay to be vulnerable around your team and they start to appreciate you more when you are, when you do become vulnerable to them.

Being the manager, the programme has really helped me with the one-to-ones, the questions to ask, how to help people out in certain situations.

I see the world's my oyster as such, and I can go and get it.

So yeah, really looking forward to the future.

Yes, it's been a great programme, and I would definitely recommend it to others.

Ryan Dennis  
Manager  
Harrison Homes Sittingbourne



Kevin & Rob Lorton  
Directors  
A2Tyres

Today we meet our accountants for end of year 2021.  
( attached is draft accounts)

This holds some incredible numbers.

- 3 million up on turnover from previous year 50.09% increase
- 500k GP up 47.52% increase
- Net profit up over 200k 153.4% increase

Plus we paid ourselves a 75k bonus  
each into our pension's to enable us  
to buy property.

Wow what a year!!!!

# YOU ARE IN THE BUSINESS OF CHANGE

# PEOPLE WANT CHANGE IN THEIR LIFE



**Pete & Janelle's Favourite Quote:**

If you don't provide **VALUE** but make a profit - you're a thief  
If you provide **VALUE**, but don't make a profit - you're a charity!



## Who are Pete and Janelle?

- ✓ **Benefit from their 19 years of Professional Business Mentoring experience** – What this means for you as a Business owner is you will make even more money by engaging their experience and service in your business.
- ✓ **Passionate and Devoted** – Pete & Janelle have run **multiple** Businesses. They are committed to serving and guiding you. You can access their experience to grow your own business into a successful enterprise. They understand Business issues you experience – they've been there!!
- ✓ **Certified Employee Engagement Specialists** – Dedicated to helping your staff realise their value and achieve **real results** that impact their, and your work environment.
- ✓ **Leadership Skills Specialists** - Implement into your business **real leadership skills** & qualities, by learning from their experience in the NZ Army, NZ Police, 1<sup>st</sup> class Netball and Rugby referees, and High-Performance Teacher of Science and Maths.
- ✓ **Compassionate, yet Dedicated to your Success** - Helped **multiple** Businesses owners through the G.F.C. in 2008 and Corona Virus Pandemic in 2020 by guiding and supporting them to achieve a better and stronger business on the other side of each Epic event.
- ✓ **International Authors**, Speakers and Mentors

## Proven Track Record of Success:

Pete and Janelle have started & run **multiple successful** businesses. You will gain from their experience and understand why many Business owners have sought them out for their practical, as well as theoretical knowledge to run your business successfully.

## Personal Attributes:

Pete & Janelle have 6 children, who they are extremely proud of. They have provided the same **opportunities** to their children as they have to Business owners to be successful. Their children have gone to achieve in their various fields of endeavour, such as International Rugby Referee, & Doctor of Ophthalmology, Olympian, NZ National dancer, USA University scholarship recipients, NZ Army Special Forces, & PhD in Virus identification.

Both Pete and Janelle have their pilots' licence and have a love of the outdoors, & hiking & fishing. Their 11 points of **Culture** & 7 points of **Value**, means you benefit from working Business Owners who believe highly in taking responsibility for your success and **"having your back."**

## Client feedback:

*"Pete and Janelle have made a significant, tangible difference to our business across the board. As managers we are now able to see things more clearly. Profitability has improved. Their key to success is their absolute commitment to us."* **James Matthews – Tassells Solicitors**

*"After only 5 months of coaching from you, we are now adding £46,000 of new business every month."* **Luke Pollard – Actionpoint**

*"For the first time in 11 years I have Key Performance Indicators that will enable me to monitor the progress of my business....One thing I really like is it has given me the confidence to get my systems sorted, so that taking time off from the business does not mean that everything grinds to a halt."* **Claire Sweet – Blueprint Financial Solutions.**

*"Fast forward 3 years. I now employ 8 staff, take 5x the money I was making, enjoy a more indulgent holiday each year, enjoy nights out socializing in decent restaurants. I don't spend time worrying about things going wrong. The additional incomes I can now generate has improved our lives tremendously, I'm the happiest and most financially comfortable in life I have ever been!"* **Mike Tribe - SLGM.**

## Helping you Build your Competitive Advantage

Collectively with our business acumen, & **proven systems**, you will have the Business Essentials & confidence you need to grow your Business & profits even more, Have a great team environment supporting you, Customers who are raving fans.

**What this means for you, is you will have the time and money to enjoy your life, your family and friends.**

**Contact us: <https://www.flow.page/peteokeeffe>**

# OUR CHILDREN



## Ben:

- International Rugby Referee.
- Graduated Otago University (NZ)
- Doctor of Medicine (Honours)
- Doctor of Ophthalmology



## Michael:

- 2012 London Olympian
- Fairfield University (USA) full University scholarship recipient
- All American Football x 3
- Graduated Fairfield University (BA) Honours 4.7 GPA
- TV3 (NZ) Sports Broadcaster



## Claire:

- NZ National Dancer: Irish & Highland
- Australian Cross fit Champion
- Represented Australia at World Champs in Sweden





**Louisa:**

- West Virginia University (USA)  
full University scholarship recipient
- All American Rower x 2  
Graduated West Virginia  
(BSc) Honours GPA 4.9
- Industrial Engineer – Sydney  
Australia



**Scott:**

- NZ Army (Specialist)
- This is not him!!!!



**Callum:**

- University of Wellington
- Studying PhD - Virology

# OUR VISION & VALUES

## Vision:

To be the **PREMIER** Training and Mentoring Business, for Leaders and Business Owners in the U.K. and N.Z., by helping Business Owners's to grow and develop themselves, and their businesses, to create more **WEALTH**, & have more **FREEDOM**.

## Values:

1. Honesty & Integrity - in all we do and say
2. Passion - infectious enthusiasm to make the difference
3. Generosity - to give before receiving
4. Excellence - producing outstandingly great results
5. Accountability - to us, and for our clients: and for us, and to our clients
6. Humility - we have been blessed with gifts to help people/businesses
7. Respect - we acknowledge that we must earn this, it is not given as of right

## Mission Statement:

### Purpose:

Creating better business futures

### Niche:

Enriching the quality of life of Leaders and Business Owners in our community

## Culture:

### 1. Give before receiving:

Global Business Performance is different from our competitors because we believe in giving first, before receiving. Our niche is our desire to see the people we coach become better, stronger and more profitable, while at the same time having a more rewarding quality of lifestyle. We will give people back their spirit and freedom through business development

### 2. Gratitude:

We are a blessed couple. We show our appreciation and say thank you for the abundance we have in our life, to everyone whose path we cross and who add value to our lives. We celebrate success and the success of our clients. We celebrate always when our people do the right thing.

### 3. Integrity and Ethics:

This is at the forefront of our business. We are honest, we will do what we say we will do, and will only do what is right by the client, in the right business way for the client. Our ethics and integrity will not be compromised, regardless of the situation.



#### 4. True North v Magnetic North

True North is a journey, not a destination. Sometimes we stray to Magnetic North. The trick is to get back toward True North as quickly as possible, and continue the journey. We help all our people journey towards their True North. We do this by ensuring our clients follow a step by step, consistent process that has been tested and measured and will ensure their success when followed.

#### 5. Attitude:

Attitude determines altitude. Global Business Performance clients will be selected more on attitude than size, and they will want to deal with us because we understand people are important. Systems should run a company, we offer the most practical, most applicable and fastest strategies of growth, and most importantly, because we mean what we say. With the right attitude our clients are capable of achieving extraordinary results.

#### 6. Enthusiasm:

Global Business Performance has infectious enthusiasm toward helping business owners achieve their desired result, and enjoy adding value to a business through increasing its profitability. Our aim is to give other business owners infectious enthusiasm.

#### 7. Communication:

Global Business Performance will endeavour to speak positively – always. Gossip or sarcasm is not part of our philosophy and will not be tolerated in our business. We greet, and say goodbye to our people by name. We listen without interruption and listen carefully to what is being said, knowing that 80% of what is being said, happens in the last 20% of the conversation.

#### 8. Time:

Global Business Performance knows that it took 40 years for the zipper to become a successful household item, and now cannot be done without. We know it will take time for our business to be successful and so we won't rush our business at the expense of our clients.

#### 9. Lifestyle:

Global Business Performance enables businesses to provide value to their clients'; this in turn allows them to have a lifestyle that enhances business and family life.

#### 10. Knowledge:

Peak Performance's philosophy is to stand fast in faith, be brave, be strong, and acquire knowledge and vision.

#### 11. Benefit:

Global Business Performance is a team committed to enhancing business development through bespoke business coaching and mentoring. This ensures everyone who comes in contact with our team members will benefit greatly, and in some way move closer to becoming the people they want to be, or achieve the goals they want to achieve.

#### Our USP

If you make a profit – but don't provide value – you're a thief!

If you provide value – but don't make a profit – you're a charity

**THE PRICE OF INACTION**

**IS FAR GREATER**

**THAN THE COST OF A MISTAKE**

**MY NOTES:**

# MY NOTES:

# MY NOTES: