

IN PARTNERSHIP WITH
re: ampd

WOMEN UNLIMITED

BUILDING BUSINESS TOGETHER



**TOGETHER
GREATER**

AUCKLAND · HAMILTON · WELLINGTON · CHRISTCHURCH

AUGUST 2026

BEFORE WE START

How today *works*

This workbook covers the whole day. Write in it, and take it home at the end.

TIME	BLOCK	WHAT'S HAPPENING
9:30–9:45	Welcome & housekeeping	How the day runs
9:45–10:45	Module 1: Positioning & Elevator Pitch	The positioning framework, then draft and say your pitch
10:45–11:00	Morning tea	15 min
11:00–1:00	Module 2: AI	Key AI terms, then Christina builds an artifact live
1:00–2:00	Lunch	60 min
2:00–2:45	Module 3: Finance	The 7 levers of cashflow, then a live demo
2:45–3:30	Module 4: People & HR	Guided Q&A
3:30–4:00	Networking	Membership sign-ups and the WhatsApp group. Hard finish 4:00

FIRST THOUGHTS

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Most businesses can describe what they do. Far fewer can say who they're for, what they replace, and why they matter. That's positioning, and it's worth getting right before you ever write a pitch.

When the room isn't set up in your favour, being understood quickly isn't a nice-to-have. It's how you get the meeting, and the customer.

This matters just as much if you're leading a team as if you're the founder. Whoever you're pitching to, from a customer to your own manager, being understood fast still wins.

Al Ries and Jack Trout, *Positioning: The Battle for Your Mind*, 1972

WHAT'S YOUR FIRST INSTINCT ON YOUR OWN POSITIONING?

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An iceberg floating in the ocean. The visible portion above the water is small and jagged, while the submerged portion is much larger and more complex in shape, illustrating the concept of hidden dangers or underlying issues.

Your *positioning*

Work through these in order. The first answer is rarely the final one.

Worked example, "Hedge & Bloom", a garden design studio. Who we're for: time-poor homeowners who never use their back garden. What we replace: a Pinterest board that never becomes anything, and quotes from landscapers who never asked what you wanted. Why we matter: a finished garden, designed in one visit.

WHO YOU'RE FOR

WHAT YOU REPLACE

WHY YOU MATTER

PULL IT TOGETHER: YOUR POSITIONING STATEMENT

The final check. If any answer is no, go back and sharpen it.

- Could only your business say this, or could a competitor lift it word for word?
- Would your ideal customer recognise themselves in the "who"?
- Would someone remember the gist an hour after hearing it?

Notes

The diagram illustrates a 30-second pitch structure, divided into four equal 10-second segments. Each segment is represented by a rounded rectangle with a light blue background and a thin blue border. The segments are arranged in a 2x2 grid, connected by a light blue line. The segments are labeled as follows:

- HOOK**
10–15 sec. Make people lean in.
- FOUNDATION**
10–15 sec. Who, what, why.
- CLOSE**
10–15 sec. What happens next.
- CALL TO ACTION**
10–15 sec. What you want them to do.

"I help **[who you're for]** who struggle with **[the problem]** by providing **[your solution]**, so they can **[the outcome]**."

- **The grandmother test.** Could your grandmother understand and repeat it back? Swap out any jargon.
- **The breath test.** Say the whole thing in one breath. Cut anything that isn't essential.

This image shows a full page of blank, lined paper. It features approximately 20 horizontal grey lines spaced evenly apart, typical of notebook paper. The lines extend across the entire width of the page, leaving small margins at the top and bottom. There are no vertical lines or other markings present.

Draft & *say* your pitch

Write it messy first. You'll say it out loud to your table before morning tea.

HOOK

FOUNDATION

CLOSE

SAY IT OUT LOUD

Practise with the person next to you, then ask them one question: **what's the one thing you remembered?**

Before you pitch, check you have:

- | | |
|---|---|
| ☐ A hook that creates interest | ☐ A unique difference |
| ☐ A clear who | ☐ A personal why |
| ☐ A specific problem you solve | ☐ Practised it out loud once |

Notes: *AI*

A short lesson on the key terms, then Christina builds an artifact live. Follow along on your laptop if you want to, or just watch.

More *room* for AI

The 7 levers of *cashflow*

Connecting Xero to Claude, then a live demo.

The Power of One

Seven levers control the cash in your business. Change any one of them by one percent, or by a single day, and you end up with more cash than you started with. You do not have to work on all seven at once.

GOOD FOR CASH

Putting your prices up. Getting paid faster. Paying suppliers later.

BAD FOR CASH

Margins dropping. Running costs going up. Customers paying late.

THE FIRST FOUR MOVE YOUR PROFIT

1. Price what you charge **UP 1%**

2. Volume how much you sell **UP 1%**

3. Cost of goods what it costs you to deliver **DOWN 1%**

4. Operating expenses your running costs **DOWN 1%**

THE LAST THREE MOVE YOUR WORKING CAPITAL

5. Accounts receivable days how long customers take to pay you **DOWN 1 DAY**

6. Inventory and work in progress days how long stock or unfinished work sits **DOWN 1 DAY**

7. Accounts payable days how long you take to pay suppliers **UP 1 DAY**

MY ONE LEVER THIS MONTH, AND THE CHANGE I'LL MAKE

Notes: *Finance*

Notes from the demo, connecting Xero to Claude, and questions to follow up on.

Notes: *People & HR*

Guided Q&A: recruitment, retention, leading digital natives.

Bring it *home*

YOUR POSITIONING STATEMENT, IN FULL

ONE THING I'LL DO DIFFERENTLY, STARTING MONDAY

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