



Why is Madonna an ideal role model for your business?

How could 'free' possibly be a viable business model?



What can you learn from the success (and failure) of Napoleon Bonaparte?



*How can you find the answers to these questions **and** learn how you can apply those answers to developing your business??*

By participating in the new Smarter Egg 'Break From The Pack' learning programmes, with options for lunch-time and after-work groups beginning in September 2009.

How can I learn more about this programme?

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How it works!

Smarter Egg offers a unique opportunity for you to join with other business people to learn how to **differentiate** yourself and your business from the competition. Our facilitated learning programme, set in the context of 'Out-Thinking The Recession', has been specifically designed for business people who are eager to learn in the company of a supportive group.

This after-work programme spans a two month period and has five facilitated sessions where the participants learn from thought-provoking books and from each other's experiences and insights. The book learning element is based on the Bookbuzz™ methodology and requires participants to read short excerpts, usually 40-50 pages, from selected books prior to the group session. The programme theme is based on Oren Harari's book *Break From The Pack*.

Praise from *Break From The Pack* programme participants:

- "Thanks for making such a major impact on driving my business forwards."
- "It was a great programme. I really enjoyed the diversity of participant."
- "I have been totally blown away with this innovative and exciting experience."
- "I know my work/life balance will be majorly improved and my business will be taken to new levels with the ideas that have been generated."
- "The different ideas around the table and the people I have met through this programme have challenged my way of thinking, and helped me to move my business forwards."