

**Cradock**  
**THRIVE**  
**Forum**

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The Business Owner's Secret Weapon



SHANE CRADOCK

**RUNNING YOUR OWN  
BUSINESS  
IS ONE OF THE MOST  
CHALLENGING  
THINGS YOU CAN DO**

**NOT  
EVERYONE  
RELATES  
TO IT**

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**If you could find a way to get the full support of other experienced business owners what value would you put on that?**

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## Do Any Of These Apply To You As A Business Owner?

- ✓ I never seem to get the time for proper strategic 'head-space'
- ✓ I don't have anyone to bounce things off that really 'gets-it'
- ✓ I find it difficult to get good balance in my overall life
- ✓ I've too much to 'do' in my business to have time to stop
- ✓ No matter what I do with the business, it's still not working the way I want
- ✓ I don't have time to learn new skills that will help my future
- ✓ I never really get time to stop and 'think' about the future
- ✓ I'd be interested in spending time with dynamic business people keen on achieving big things
- ✓ Things are great, but there's still something missing

If any of the above were 'yes' then read on.

**This could be for you.**

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*'I do think that my attendance on Thrive is best kept between me and the other attendees, as it is like a secret weapon to me in business. However if there were individuals that I did not know and they were keen to sign up, I would recommend it to them'* **Anonymous MD**

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# As A Busy Business Owner, When Do You Really Get Proper Strategic Time-Out? (If Ever...)

As a business owner, you face unique challenges and have a different way of thinking to many. Not everyone you know can relate and it can be lonely and challenging doing what you do - especially with so much change and uncertainty in our world today.

Perhaps like many, you're caught up in the day to day stuff, never really getting proper uninterrupted time to do quality strategic thinking or personal and professional development.

Yet getting 'head-space' to do quality critical and creative thinking is one of the things every business owner needs to have time for - especially now, with so much change occurring.

Not only that, many people in your position can pay the ultimate price for the risks they take - in terms of health, relationships and peace of mind. All of the things your business was 'meant' to help improve.

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*'The benefits to collaborating with other like minded business owners is huge. Talking through the challenges we all face day to day is of enormous benefit'*

**Jonathan Browne.**

**MD MyCloud/Gemini Technology**

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**What value would you place on being part of a process that will help create the future you want?**

# Introducing the Cradock THRIVE Forum

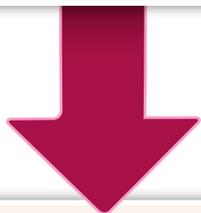
The Thrive Programme is designed for experienced business owners to help you improve your business results and also your overall quality of life.

## 12 Month Support

It is a 12 month process that enables you to improve your results in your business and life. Every 2 months, participants meet at an inspiring location for a one-day workshop with a group of committed, like-minded entrepreneurs (that have been screened to ensure compatibility with the group).

At its core, THRIVE is a community of smart, enthusiastic, like minded entrepreneurs who have vast experience in business and life. The programme gives you the tools and head space to make significant jumps in your productivity and business results while also increasing your enjoyment and energy in all areas of life.

Created by Shane Cradock, THRIVE is based on insights gained by working with successful business owners and executives over the past 12 years.



THRIVE shares with you what the best of the best do in the various areas of business and life to get the best results. It also provides a support structure to ensure you stay focused on the things that matter most.

# Unprecedented Change

One thing is for certain. The rate of change is going to increase. With that change comes huge uncertainty, which can damage people's clarity, focus and confidence.

Taking time to step out of the 'day to day' to think, re-focus and learn new skills is going to be one of the key habits for successful entrepreneurs for the years ahead.

The foundation of THRIVE is based on an understanding that you are the biggest asset to your business (& life) and as such it's key to ensure you develop in 3 key areas:



As part of THRIVE, you also get 1 to 1 access to a professional that has helped hundreds of business professionals achieve their goals.

# If You Join THRIVE, You Will Get Time Out To...

- Make significant jumps in your productivity and business results while also increasing your enjoyment and energy in all areas of life
- Step back and get clarity to re-prioritise the things that make the biggest difference to you
- Learn new skills for your own personal and professional development
- Spend time with like minded entrepreneurial people who are there to genuinely encourage and support each other in achieving their goals
- Stop - In a world that's getting busier and busier, having a set time and place to switch off in itself is of immense value
- Have your own personal board of advisors for any area you choose to focus on. (All participants are bound to a strict confidentiality agreement)

And best of all, delivered in a way that minimises the interruption to your life.

**How would it feel to have the experience and support of battle hardened business owners just like you? In an environment that also teaches you vital performance skills.**

# Balanced Success

Technology continues to change our lives by blurring the division between our personal and business lives. The fact is it's all one life. If you're off in your personal life, it'll most likely affect your business life. And vice versa.

One of the goals of the THRIVE Forum is in helping you achieve balanced success. That means achieving satisfaction in the important areas of your life.

People lacking overall balance in life can only operate at peak for a short time, and then damage occurs. But with the right approach you can attain sustained high performance while maintaining balance that suits you.

When your life is more rounded with plenty of meaning you have more energy to impact where it matters most - your business, your health, your relationships, your creativity. You get to enjoy your life now.

*'One of the goals of the THRIVE Forum is in helping you achieve balanced success. That means achieving satisfaction in the important areas of your life.'*

# Game Changer

## The Future Of Business

Professional athletes now all use 'Mind Coaches'. Indeed if you don't have one, you're not taken seriously in this field. Increasingly this approach and the value it brings is being transferred to the business world.

At the core of THRIVE, will be an education around the MindShift mental process (created by Shane) to help you achieve higher performance. Shane has been using this approach with private clients for the past 3 years with dramatic results. It is an area becoming known as 'Mental Programming'.

In addition, members will get access to the Online Resource Folder given to private clients. With this, you will have access to a range of mental programming audios ranging from 'Great Day Start' to 'Mental Recharge'.

The future of business is mental and with these audios you will have an edge along with one of the secrets used by high performers to improving your results.

*The future of business is mental.*

*THRIVE gives you tools to start now.*

# Features of the THRIVE<sup>®</sup> Forum

## Program Structure & Time Commitment

Each peer group consists of 8 -14 carefully-matched leaders dedicated to *fulfilling both the personal and professional potential of themselves as well as their fellow group members.*

- 1) Groups meet six times per year
- 2) Day-long meetings for THRIVE Forum
- 3) Annual partner dinner following one regular meeting
- 4) Annual two day group retreat - see short video [here](#) ■

## Members also receive:

- 1) One-to-one coaching call with Shane in between each day
- 2) Access to the Cradock Online Client Folder, which is packed with useful tools and information to help you achieve your goals.
- 3) Invitations to any client events run by Shane Cradock
- 4) Access to expert guest speakers

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*'The time taken for Shane to match the group paid off as the whole group gelled very well. This approach in my opinion has never really be done before in group mentoring sessions'* Phelim Pekarr, CEO P3 Technology

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# The People In The Forum

Participants in the programme are screened in advance to ensure there is a 'right-fit' for both them and the other participants. You will be looking around the room thinking 'I'm in good company here'.

On a basic level, as a member of THRIVE you:

- Are a business owner
- Have several years experience running your own business
- Are committed to making a fundamental change in your life and are open to being challenged

## The Workshop Dynamic

Interaction among entrepreneurs is an important feature of the workshops because it accelerates your progress. The strongest learning takes place when entrepreneurs with similar challenges and resources are grouped together.

You will benefit from the experience of other entrepreneurs from a range of industries. You'll be encouraged to stay in contact between workshops via an online forum for further support along with a unique focusing system.

The pooled wisdom of successful peers provides high-level discussions and a cross-pollination effect.

### **CONFIDENTIALITY**

Sometimes people have concerns over the confidentiality of a workshop environment. It's important to clarify that it's up to you as to what you reveal at any time - there is no requirement. The trust is usually established amongst the members on the first day as the workshop process is a unique bonding experience. Having said that all members are required to sign a confidentiality agreement when they join.

# The Structure

## “Breakout, Breakthrough”

For one day every 2 months, you step out of the demands of your business and life to join a group of your peers in a workshop that puts the focus on you — your goals, your plans, and your progress.

You'll join other business owners from a variety of industries as you learn skills and strategies that will transform your business and personal life.

The workshop day consists of a combination of planning, critical thinking, learning and sharing with other participants so you learn from one another and tap into the wealth of experience in the room.

Part of each workshop will be spent reviewing your progress and creating an action plan for the next two months. Part is spent learning new tools, concepts and ways of thinking that create new breakthroughs.

It is an interactive experience, as opposed to a lecture, with opportunities for individual work and group discussions.

The workshops are held every 2 months, and each day runs from 8:30 a.m. to 5 p.m. Lunch is provided at each workshop.

*Each workshop will be structured in a way that enables creative breakthroughs and balanced learning*

# Benefits and Value of The Cradock THRIVE Forum

**The key focus of THRIVE is to help you achieve your business goals while also improving your quality of life.**

*Draw upon the experience, support and wisdom of a group of trusted peers to:*

## **Become a Better Business Owner**

- 1) Get agenda-free, confidential, direct feedback
- 2) Tap into the leadership best practices of other business owners
- 3) Become inspired by the positive, high energy peer environment

## **Gain a Competitive Edge**

- 1) Leverage cross-industry experience to accomplish your objectives faster
- 2) Put top minds to work on your most pressing issues
- 3) Gain insight from real success and failure experiences

## **Create Time and Balance**

- 1) Immediately connect with smart, focused business owners
- 2) Reduce stress through peer coaching—one of the most effective means of stress reduction
- 3) Learn how others are achieving better life balance

# The Investment

As a business person you look for a return on investment. Private clients of Shane experience a minimum *return of 10 times their investment*.

The expectation is to provide a return to you that lasts for years - tangible and intangible.

Tangible, in terms of your personal income and business performance.  
Intangible, in terms of the impact on your health, relationships, creativity and overall levels of fulfilment.

You will also experience an annualised benefit through participation in the programme. This means that insights you receive personally and business-wise will last for years. With that perspective, it can be difficult to fully quantify the benefit from your participation in THRIVE.

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*'At Thrive, you meet inspirational people who, through their own experiences inspire you to do better, motivate you to challenge your abilities to the highest degree, helps you acknowledge your achievements, small and large and make you accountable for your actions. You also meet new and wonderful people who I'm now delighted to call trustworthy friends'* **Valerie O'Reilly, MD Unicorn PR**

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# The Coach/Facilitator

## Shane Cradock



Shane Cradock clients are a mix of top Fortune 50 companies along with ambitious entrepreneurial businesses. He is regularly sought out for his unique approach to helping businesses and people perform at higher levels.

As well as working with large multi-nationals he has also helped the growth of many household brand names in Ireland and the UK, adding millions to the bottom lines of companies, facilitated dramatic business turnarounds, while also helping clients enhance their overall wellbeing and quality of life.

Used as a regular sounding board by CEOs and MDs, he is particularly known for his unique approach around the 'inner game' of business and life with a view to helping clients achieve dramatic results.

He has been interviewed and quoted in the Irish media including Newstalk, The Irish Independent, The Sunday Independent and many online business sites.

Publishing by Shane includes many articles online and 2 books, including Inspire Me, published in 2011. He is also an award winning playwright.

For further information please see [www.shanecradock.com](http://www.shanecradock.com)

*"Working with Shane has helped me to gain more clarity and control over everything. His unique approach on the 'inner game' of business in particular has helped my focus and also improved our bottom line. His contribution has been invaluable."*

*Morgan Browne, Chief Executive,  
Intelligent Information Systems*

*"Shane has a very unique approach that causes you to expand your thinking in a way that translates to an improved bottom line - business and personal. The value of the sessions together is immense."*

*Colm Kennedy,  
Chief Executive, Vayu*

*"Shane Cradock has a rare talent that combines solid business sense with an intuitive nature that knows how to bring out the best in his clients. He will energise, encourage and focus you...delivering even more than he promises".*

*Lorraine O'Neill,  
Managing Director, L.A. Creatuve*

# THRIVE

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To find out more information about our extensive range of courses please  
log onto [shanecradock.com](http://shanecradock.com) or email [shane@shanecradock.com](mailto:shane@shanecradock.com)

