



LADY BOSS

Expand

Grow your team, hire right the first time
and gain control of your business & life





Using research and proven strategies, Expand is a program that will provide tangible tools to avoid the

6 Crucial Mistakes

women entrepreneurs make when hiring.

Cost of a Bad Hire is between \$25,000 - \$50,000

 Hiring too quickly

 Hiring a "Mini-Me"

 Not training effectively

 Not creating a clear job role

 Lacking Leadership Skills

 Hiring someone you like



Expand Includes:

- Small groups with less than 10 women in each pod.
- Weekly calls with your pod provide educational training with mentors.
- 24/7 Community Forums offer the opportunity for advice and feedback from peers and mentors between calls.
- Accountability to weekly goals.
- Actionable strategies to implement each week.
- Pods are rigorously curated to ensure you are surrounded by like-minded women on a similar journey. We guarantee a fit within each pod.
- Community of women committed to your growth.

After the Expand 10-Week Intensive you will walk away with:

- ✓ A personalized plan on when and how to hire providing certainty that you are hiring at the right time and for the right role
- ✓ Roadmap for your business with custom job descriptions, interview questions, assessments and techniques to guarantee a fit the first time
- ✓ Within 4 weeks, you will have qualified applicants to interview
- ✓ All the training tools developed and implemented to ensure success for your new hire

Most importantly, your business is no longer controlling you – you are in control of it.

**JOIN
today**



www.ProjectEdify.com/join-expand-your-business

Detailed Course Outline



Join us on a 10-week intensive to learn concrete skills and tools to Expand your business. Topics include:

1

How to know when it's the right time to hire and determining what role you need filled

2

Developing your business/team culture and values with intention

3

Preparing for a new hire including job descriptions, salary expectations, etc.

4

Where to look for candidates, resume reviewing techniques, and how to weed out bad candidates before the interview

5

Interviewing best practices including interview questions and assessments to test skills and culture fit

6

Leadership – setting clear expectations & boundaries, giving feedback effectively, and holding others accountable, having difficult conversations

7

Leadership – managing different personalities, knowing when to let go of control and delegate effectively

8

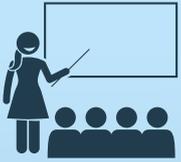
Meetings – what is necessary for YOUR business. How to structure meetings so they are effective, how often to meet, etc.

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Setting up your new hire to succeed including training strategies and best practices

Our Philosophy

Project Edify was created to do 3 things:



Teach



Share



Motivate



After attending many women-focused workshops and events, we became frustrated by the lack of actionable insights and tangible tools to take back to our own business or careers. There was too much focus on mindset and less focus on HOW we accomplish HUGE goals and bring about BIG change.

**Women deserve more than mindset;
we need skills for success!**

Project Edify is where you learn real-life skills from major influencers in their field - all while brainstorming solutions with other like-minded people who are also working towards a purposeful goal.



Created by Women, for Women.



That doesn't mean we are all about positive thinking and mindset – don't get us wrong, those are critical components and where your journey must begin. Our mentorship groups challenge you to move beyond talking about how you feel, to actually setting and achieving HUGE goals. And we don't let you off the hook. If you are serious about changing your life, challenging this male-dominated world, and catapulting your business or career to new levels, then you've come to the right spot.

We are women, supporting women to live their best lives, grow incredible businesses, and have it all.



Our Founder

Christina Beavis, Founder, Entrepreneur, Wife, Mom, Friend, Advocate

Christina Beavis left her corporate role to open up a consulting firm dedicated to helping women founders and entrepreneurs grow their businesses. She quickly discovered a significant lack of representation. She knew that women were severely underrepresented in the board room and senior level positions. She wasn't completely naïve. But come on...how is it possible that in 2021 women are still struggling to get funding and fighting to get a seat at the table.

She committed to change this. And that's how Project Edify was born. Well, that and a few other kick-ass women who contributed to the idea – you know who you are.

Originally from Canada and based in the Turks and Caicos Islands, Christina is a Business Strategist with 20+ years of corporate and consulting experience. She has led dozens of companies and teams to increase profits by over 110% within 12 months, develop and deliver technology-driven solutions, reduce employee turnover by 75%, and fulfill their potential. Her tenacious attitude guarantees results. Christina moved to the Caribbean in 2013 with her husband, 3 children, and 2 dogs. She is passionate about creating a life that matters, giving back through education scholarships to underprivileged girls, and helping others realize their dreams.

“To reverse the trajectory of lack of women representation in positions of power we need to work together to raise each other up. I believe that women bring unique skills to the table and we are often better suited for leadership roles – so why aren't we there yet? There isn't one answer or solution but I started Project Edify to support women in their journeys and provide concrete skills and guidance to drive change intentionally.” Christina Beavis