

S H R I N E L O N D O N

Shrine XIII

Private Advisory Programme

Thirteen weeks.

Four disciplines.

One programme designed to move your business from where it is to where it is capable of being.

13 weeks | 4 tracks | 1 bespoke roadmap

WHAT SHRINE XIII IS

A programme built around your business.

Shrine XIII is a 13-week private advisory programme for owner-led businesses. It begins with a 90-minute Discovery and Roadmap Session where we map your business in full and co-create a bespoke 12-week plan, signed off by you before we begin. Every week that follows is built around your numbers, your actions, and your progress.

The framework is fixed. The application is entirely specific to you. No two Shrine XIII programmes are the same.

WHO IT IS FOR

Owner-led businesses at a ceiling.

You are running a business that is moving but something is holding the next level back. It might be commercial clarity, brand presentation, the systems underneath the operation, or simply the fact that everything still runs through you.

- Revenue is growing but margin, systems or capacity are not keeping pace
 - Commercial decisions are made on impression rather than tracked data
 - The brand under-presents relative to the quality of work being delivered
 - Delegation is limited because the process lives in your head
 - Growth is creating pressure rather than stability
 - You are working inside the business far more than you are leading it
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Shrine XIII is not designed for pre-revenue businesses, early-stage startups, or owners looking for a strategy document rather than a structured execution programme.

Four disciplines. One programme.

Shrine XIII works across four parallel tracks simultaneously. Commercial always leads. Brand and Structure are intertwined and weighted dynamically based on your position. Leadership is not a phase — it develops as a continuous thread as all three tracks create clarity and capacity.

01 COMMERCIAL

The foundation. Nothing else moves until the commercial position is understood with precision.

- Sales metrics tracked weekly from day one — enquiry volume, conversion, close rate, forward booking
- Pipeline visibility built from assumption to evidence
- Conversion discipline and structured outbound introduced
- Pricing architecture reviewed and recalibrated where required
- New revenue channels built deliberately not passively

02 BRAND

The signal that precedes every conversation. Your brand must reflect the quality of your work.

- Digital presence strengthened across all platforms
- Brand consistency aligned across every channel
- Social media repositioned as an active commercial tool
- Professional documentation and collateral built where needed
- Enquiry capture systems introduced or improved

03 STRUCTURE

Converting owner-dependent knowledge into documented, delegatable systems.

- Internal systems reviewed — job management, scheduling, quoting, CRM
- Enquiry handling and follow-up processes formalised
- Delegation introduced progressively across the programme
- Reporting built so the business runs visibly without daily owner involvement
- Accountability structures introduced where required

O4 LEADERSHIP

Your capacity to operate above the business rather than inside it — developed as the other tracks create space.

- Time audit: how much is spent inside vs. above the business
- Strategic thinking capacity built as operational pressure reduces
- Decision-making frameworks introduced where needed
- Exit awareness developed — what you've built and what it could be worth
- Forward planning grounded in evidence rather than assumption

HOW IT WORKS

Thirteen weeks. Everyone counts.

WEEK 0 Discovery and Roadmap Session

90 minutes. We map your business in full — commercial position, brand, operations, and where the owner is spending their time. From this we build your bespoke 12-week plan together. You sign it off. Growth Call 1 does not begin until the roadmap is agreed.

DELIVERABLE Opening Position Document produced and sent before Growth Call 1.

WEEKS 1 – 12 Weekly Growth Calls

60 minutes every week. You bring your recorded numbers and the results of agreed actions from the previous session. We work through the data together, adjust where needed, and agree the following week's work. No impressions — numbers only. This discipline is the engine of the programme.

DELIVERABLE Weekly Action Summary sent within 24 hours of each session.

WEEK 7 Mid-Programme Review

A deeper review of the first half. We look at what the data shows across all four tracks, make any adjustments to emphasis for the second half, and confirm you are on track for the four outcomes agreed at the start.

DELIVERABLE Roadmap refined for Weeks 8–12 based on recorded evidence.

WEEK 12 Consolidation and Growth Report

The programme closes with a full Growth Report — a document covering where the business was when we started, what moved across all four tracks, the biggest wins, and a clear forward plan for the six and twelve months ahead.

DELIVERABLE Growth Report produced and sent within 5 working days of the final session.

AFTER SHRINE XIII

Accountability Retainer

Monthly 90-minute Growth Call with email and WhatsApp access between sessions. For clients who want to maintain the commercial discipline built during the programme.

Ownership Ready

A separate structured programme for clients ready to focus on exit preparation, succession, or value realisation. Introduced when the business is ready for that conversation.

WHAT CLIENTS SAY

Results that show in the numbers.

“I now have a full understanding of my sales metrics and a replicable strategy I can take into new verticals. The programme gave me a level of control over the business I didn’t have before.”

Jon G. — Multi-site fitness business

“We went from guessing to knowing. Every week we looked at real numbers and made real decisions. The business looks different, operates differently, and I lead it differently.”

Alex M. — Trade services business

“I came in thinking I needed more leads. What I actually needed was a commercial system. Shrine XIII built that from scratch and the results followed immediately.”

Lewis C. — Specialist vehicle services

The first conversation is private, no obligation, and specific to your business.

Shrine XIII is introduced after an initial conversation where we understand where your business is and whether the programme is the right fit. If it is, we build the roadmap together.