## Conquering Workforce Challenges, Unleashing Growth Potential and Fostering a Winning Corporate Culture

**BEST BUSINESS PODCAST** with Dr. Stephene Roy C. Condino







This article provides insights into the business strategies, entrepreneurship, and innovation of Dr. Stephen Roy *"Biggles"* Condino, a renowned business leader and the force behind the success of Masa, Inc. and Wood PH.

The piece sheds light on effective management and leadership strategies that can help to build strong corporate culture and ensure organizational success.

The exercises derived from this article encourage reflective thinking and application of the concepts shared by Dr. Condino in real-life situations, enhancing organizational leadership skills and strategic planning abilities.

"Masa's success mantra is: Most companies collapse when they don't involve everyone else in making a decision."



• Reflect on your current corporate culture. How does it align with the 'one team, one family' ethos described in the article?

• Describe how you can bolster the role of your HR department in fostering a strong corporate culture.

• What unique amenities or benefits could you introduce to promote professional development and continuous learning within your organization (e.g., an in-house Starbucks)?

• Recall an instance when your organization effectively collaborated. How did this impact organizational success?

• How do you ensure quality assurance within your team or organization?

• Reflect on how the 'voice of the entire team' is incorporated in your decision-making process.

• Reflect on the company mantra 'be more, do more, outwork your problems.' In what ways can this approach be useful in your professional life?

• Truth or False: *"Listening equals learning"* is a critical mindset for success in an organizational setting.

• What resonates with you most about the mantra 'listening equals learning' and why?

• Reflect on the role of passion in your professional decisionmaking process.



• How can you incorporate a more collaborative approach in your daily professional activities?

• Describe a situation where the involvement of team members in decision-making led to the success of a project or initiative.

• How can you make quality assurance a more integral part of your business operations?

• Identify key areas in your current operations where strategic collaboration can lead to success.

• Fill in the blank: "For our organization's success, we need to be more\_\_, do more , and out-work our \_\_\_."

• If faced with adversity in a business venture, what steps would you take to overcome it, based on Dr. Condino's approach?

• Based on your organization's culture, what potential mantra could you suggest that aligns with your corporate philosophy?

• Reflect on how you currently ensure that everyone's voice is heard in your team or organization.

• Identify Dr. Condino's key strategies that you find most relevant to your organization.

• What new practices could you introduce to your organization to ensure quality-assured services or products?





#### SITUATIONAL AWARENESS

## Outline a plan that you can implement to foster continuous learning within your organization.

Your company has faced some challenges recently. Based on Dr. Condino's advice, write down your plan of action.

#### LISTING/ENUMERATION ACTIVITY Key Takeaways

Identify three potential team building activities you could implement in your place of work.

1.

2.

3.

List three actions which demonstrate a caring approach towards your colleagues or team members.

1.

2.

3.

Identify three consistent mindsets or behaviors that contribute to the success of your team or organization.

- 1.
- 2.

3.

Use these takeaways to enhance your approach to digital marketing, copywriting, and lead generation in the future.





## DARYL URBANSKI

FOUNDER | PRESIDENT OF BESTBUSINESSCOACH.CA HOST OF THE BEST BUSINESS PODCAST

*Daryl Urbanski* is best known for his ability to create seven-figure, automated income streams from scratch.

First, as Senior Marketing Director for Neurogym. He helped generate over \$1.6 Million USD in under 8 months with a single marketing strategy.

This became \$7.5 Million USD in 3 years. He continued this success with multiple clients.

He's now set on a mission to help create 200 NEW multi-million dollar businesses. How? Science & Accountability.

After 400+ expert interviews & \$50,000 in evidence-based research. He uncovered 8 critical business habits.



These 8 critical habits will determine who survives & thrives in these unprecedented times and who succumbs.

Daryl has quickly climbed the entrepreneurial ladder, gaining respect from thousands of business owners worldwide.

An author to speaker, marketer to coach - Daryl's multi-faceted business approach sets him apart as one of the leading business experts of his generation.



## **SUGGESTED TOPICS:**

## 8 Critical Success Factors

- 1. Self-efficacy
- Personality Traits
- Leadership Skills
- Personal Disciplines
- 2. Strategic Planning
- 3. Marketing Strategy

- 4. Market Intelligence
- 5. Sales Strategy & Skills
- 6. Money Management
- 7. Business Operating Systems
- 8. Business Intelligence



## **FEATURED ON**







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Daryl Urbanski on using automation to grow your business





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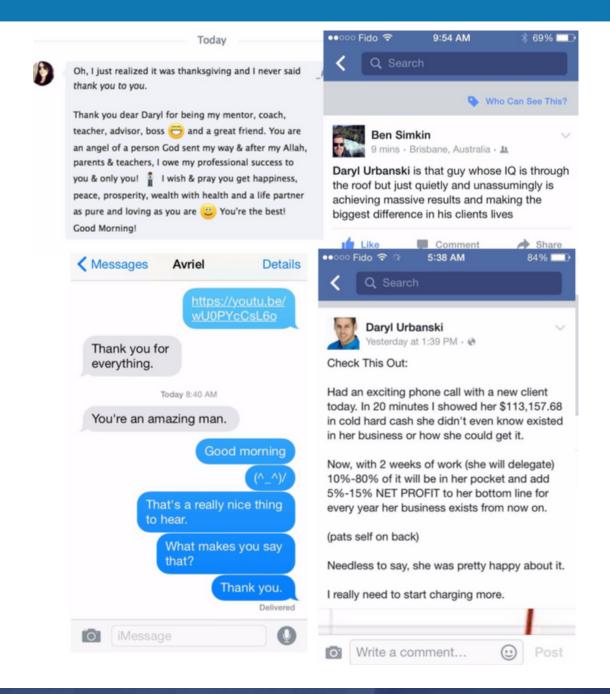




## Who is Daryl Urbanski?

Daryl Urbanski	Back (1) +1 (289) 700-1345	••••• Fido LTE 9:02 PM 46%			
13 hrs · ⊘ ▼ ave I ever helped you in any way? How? Can you please share? I'm	Text Message Today 8:44 AM	C Q Search			
rious to know what and who's out there. The more specific you are the tter.	Really appreciated your speech and table topic	Ye-hoshua Mumba ► Daryl Urbanski Just now - ⊗ Hey Daryl Urbanski, I just wanted to take a			
Like 🔲 Comment A Share	today.				
Varena Dee, Ismail Abdallah and 5 others	Hello Daryl, this is	moment to appreciate you and express my gratitude for your life. Thank you for your			
Jennifer Jonassen You where a listening ear.when I was at a very low point and for that. I am grateful.xo	Indraneel.	selfless pursuit in adding value to the lives of others, including my own. Thank you for being a great example of living a happy, healthy, wealthy and joyful life by truly			
Unlike · Reply · O 1 · 7 hrs	Love the sincerity and				
Tom McGuire You helped me grow my mma school. I was on a call with you and another expert. He gave some good advice. You gave me GREAT advice! Thanks!!!	raw energy.	serving others. I continue to learn from your awesome podcasts and your life and I just			
Like · Reply · 6 hrs	But, mostly importantly I	wanted to take this moment to acknowledge you. So glad that you've been reunited with your family and I hope ya'll have an awesom Thanksgiving! All the best and thanks again.			
Rukstar Lorde You have helped me and the whole family in a huge way. I'll never forget. You used your facility, time, money and effort to fundraiser for baby Fatna. Like - Reply - 5 hrs	love the undying passion you have for the				
Amie Loxy on Some days when I'm feeling down I look at your posts. You're always so positive and uplifting. Totally turns my day around.	betterment everyone.	📫 Like 🔎 Comment			
Like · Reply · 4 hrs	I find it inspiring and is	C Demolation and it			
Ben Bush We where surfing in Solana and I was telling you about something spiritual and how I felt stuck. You told me to change my story and I was finally ready to hear that advice and it clicked. I always check my story now.	quintessential for all humans.	🕚 Daryl Urbanski			
Like · Reply · 3 hrs		Write a comment			
Varena Dee I just started paying attention to your postings and the one that caught my attention was if you gave someone \$1,000 how would they make it grow First time I became interested in your posting have a lovely day Like · Reply · 3 hrs	Text Message				

(7)	Eram Saeed ~							
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		-	.673	70	\$268,462.75	-\$11,046.00	\$257,416.75	
			.390	64	\$190,206.66	-\$12,916.95	\$177,289.71	
	ok gotta go meditate now	now	.646	67	\$230,864.49	-\$9,930.50	\$220,933.99	
Ð	catch u later	1000	871	64	\$118,693.18	-\$8,863.99	\$109,829.19	
			806	38	\$116,709.21	-\$5,642.00	\$111,067.21	
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# Young Entrepreneur Award

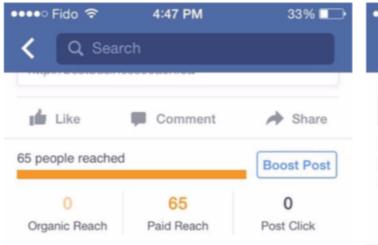


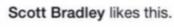
#### Daryl Urbanski BestBusinessCoach.ca

At the age of 17, Daryl Urbanski did his first workshop with Bizbound.ca on 'How to Start and Grow a Successful Business'. Today, he is the author of the top selling book on Amazon, 'Ancient Secrets of Lead Generation: Your Primitive Business Guide to Better Leads with Less Effort', and owner of BestBusinessCoach.ca. He is also the author of two other books; 'Business Success Secrets, Principles, Formulas & Ethos' & 'Primitive Business Tools For Success'.

Award sponsored by





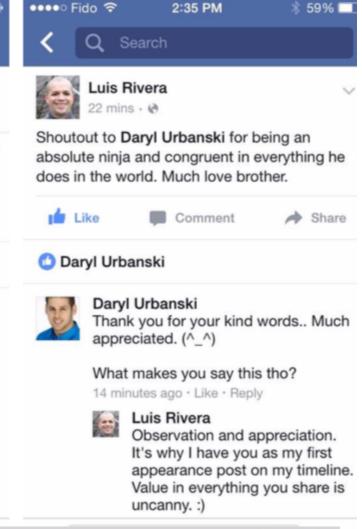




#### Scott Bradley

Just now · Like · Reply

Daryl Urbanski is the real deal. He knows his stuff, and can provide you with a TON of value that will help you in your business! I've worked with him personally, and not only did I experience that he is someone you can trust, but more so he comes from a pure place of service and really wanting to help you get what you need/want.





### **Case Study**

#### Turning \$50,000 USD into \$212,484 USD with paid ads and automation

Today's case study is the **CEO** of another USA-based company.

Her business caters to women in their 40s. Women who are into Reiki and other energy healing. Including alternative medicine techniques.

She felt trapped by her dependence on her industry peers. And their practice of promoting to each other's patrons. She didn't want others to sell to her community. Or even share her base with them just so her company can maintain growth. She wanted to be independent without sacrificing sales.

Thus, she turned to Daryl for a marketing solution. A solution to give her freedom from external influences.

#### **Objectives**

- Establish a profitable, fully automated paid advertising campaign to build her audience.
- Determine who are the company's best customers.
- Attract new customers and turn them into the highest paying clients.
- Create a membership program for a stable income growth.

#### What Daryl Did

- Established a "golden path" for lead generation and client acquisition process from the first to the sixth purchase.
- Analyzed 20,000+ orders to determine who their best customers are, where they come from, and how they make their purchases.
- Set up a paid advertising campaign for the first step their best customers took and automatically sent the next promotions for the second, third, fourth, fifth, and sixth products at the appropriate time.

#### Results

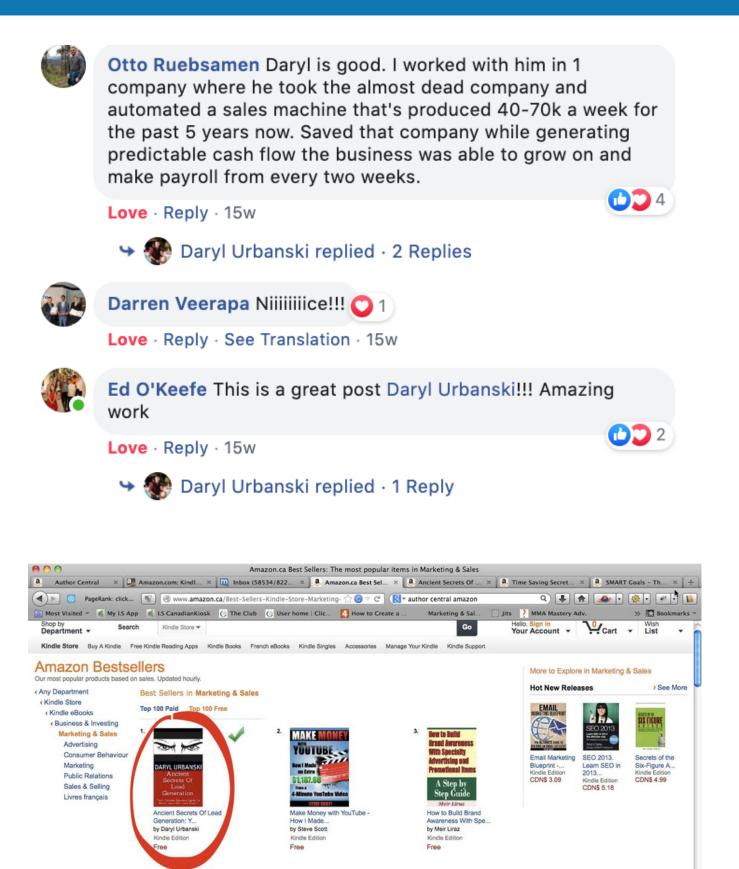
- Turned one-time buyers into multi-buyers in a predictable way
- Many people who bought a one, bought a second and third item. Immediate profit from paid ads was \$212,484 but if we include back end sales we grew her business by almost 26% or \$578,425.67.
- Produced a larger buyer base and enabled her to expand them without outside support.

#### Why It Was Smart To Work With Daryl

It was smart because he successfully helped her run a profitable paid ad campaign. The money she spent grew at least three times. She now has a larger list plus the ability to grow her list without any outside endorsement. She has a predictable way to turn first-time buyers into multi-buyers. She also has a clearer idea of who her target market is, who her best buyers are, and the multiple ways to reach them.

This has now become a cornerstone part of her business-enhancing every single big promotion she has done since then... with a bigger email list plus an understanding of how to use paid ads.

Evergreen Sales Re	port		The state of the s		has Add to a ser-	
	EVG	MTD	YTD	ES-EVG	MTD	YTD
Week of May 30	\$127	\$127	\$127	\$13,673	\$13,673	\$13,673
Week of June 6	\$1,172	\$1,172	\$1,299	\$10,846	\$10,846	\$24,519
Week of June 13	\$2,315	\$3,487	\$3,614	\$13,977	\$24,823	\$38,496
Week of June 20	\$19,541	\$23,028	\$23,155	\$4,258	\$29,081	\$42,754
Week of June 27	\$5,375	\$28,403	\$28,530	\$1,272	\$30,353	\$44,026
Week of July 4	\$3,319	\$3,319	\$31,849	\$523	\$523	\$44,549
Week of July 11	\$829	\$4,148	\$32,678	\$2,266	\$2,789	\$46,815
Week of July 18	\$904	\$5,052	\$33,582	\$1,482	\$4,271	\$48,297
Week of July 25	\$10,330	\$15,382	\$43,912	\$0	\$4,271	\$48,297
Week of Aug 1	\$3,955	\$3,955	\$47,867	\$197	\$197	\$48,494
Week of Aug 8	\$1,542	\$5,497	\$49,409	\$0	\$197	\$48,494
Week of Aug 15	\$1,792	\$7,289	\$51,201	\$0	\$197	\$48,494
Week of Aug 22	\$1,007	\$8,296	\$52,208	\$0	\$197	\$48,494
Week of Aug 29	\$1,465	\$9,761	\$53,673	\$1,172	\$1,369	\$49,666
Week of Sept 5	\$2,362	\$2,362	\$56,035	\$2,461	\$2,461	\$52,127
Week of Sept 12	\$2,669	\$5,031	\$58,704	\$649	\$3,110	\$52,776
Week of Sept 19	\$18,263	\$23,294	\$76,967	\$197	\$3,307	\$52,973
Week of Sept 26	\$6,202	\$29,496	\$83,169	\$397	\$3,704	\$53,370
Week of Oct 3	\$4,458	\$4,458	\$87,626	\$0	\$0	\$53,370
Week of Oct 10	\$2,838	\$7,296	\$90,464	\$394	\$394	\$53,764
Week of Oct 17	\$2,019	\$9,315	\$92,483	\$99	\$493	\$53,863
Week of Oct 24	\$4,337	\$13,652	\$96,820	\$0	\$493	\$53,863
Week of Oct 31	\$2,667	\$2,667	\$99,487	\$492	\$492	\$54,355
Week of Nov 7	\$1,410	\$4,077	\$100,897	\$394	\$886	\$54,749
Week of Nov 14	\$3,087	\$7,164	\$103,984	\$99	\$985	\$54,848
Week of Nov 21	\$2,862	\$10,026	\$106,846	\$0	\$985	\$54,848
Week of Nov 28	\$6,497	\$16,523	\$113,344	\$590	\$1,575	\$55,438
Week of Dec 5	\$14,287	\$14,287	\$127,631	\$194	\$194	\$55,632
Week of Dec 12	\$7,885	\$22,172	\$135,516	\$97	\$291	\$55,729
Week of Dec 19	\$7,496	\$29,668	\$143,012	\$170	\$461	\$55,898
Week of Dec 26	\$4,551	\$34,219	\$147,562	\$194	\$655	\$56,092
Week of Jan 2	\$6,036	\$6,036	\$153,598	\$0	\$0	\$56,092
Week of Jan 9	\$2,567	\$8,603	\$156,165	\$226	\$226	\$56,318
TOTAL	\$156,165			\$56,318		
	-					
		otal:	\$212,484			



DEADLY SINS

ADVERTISING

HOW TO AVOID THEM

all Business Marile

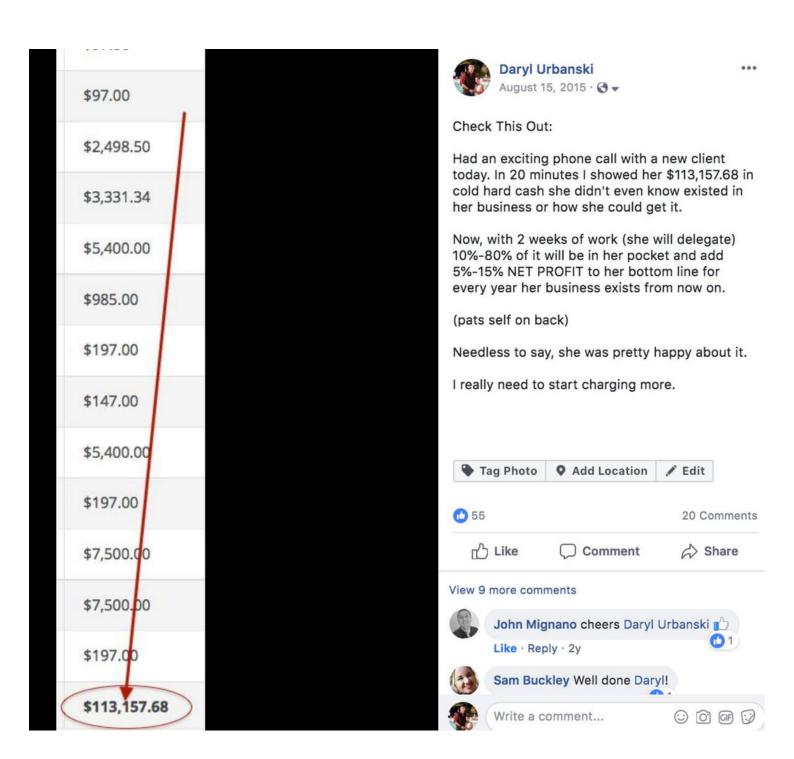
**5 STEPS TO** 

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## **CASE STUDY**

#### Almost Bankrupt to \$1.6 MILLION USD in 9 Months with a Single Marketing Strategy

Our case study for today is the **CEO** of a company that offers online personal development courses.

Catering to women who follow Deepak Chopra, the movie "The Secret," and John Assaraf, he provides coaching on mindset, hypnosis, neuro-linguistic programming, and positive affirmations.

The company encountered a stumbling block: multiple attempts to launch a flagship product—a \$20/month mindset membership—had failed. They found themselves on the verge of bankruptcy.

The CEO and his team had to do everything in their power to save the business. Either they go big or they go home penniless and insecure.

#### **Objectives**

- Generate funds to keep the business moving forward.
- Launch products that sell.
- Market the brand.

#### What we did

- Established a standard lead generation and client acquisition process using a six-hour webinar.
- Harnessed the company's 50+ strategic partner promoters which earned the company approximately \$550,000 from about 600 orders.
- Sold \$997 one-time or \$397 three-time payment plan, with around 50 percent of sales going to the partners.
- Gave a Contact Us number and assigned two phone sales reps to take inbound calls.
- Placed outbound calls to anyone who hit the order form during the broadcast or clicked to see the order form from a post-event email but didn't purchase.
- Created split tests for each step of the process when the partners were promoting.
- Made A and B versions of registration pages, reminder emails, order forms—everything.
- Took the winning versions and then set them up to play as if live but on an automated basis.
- Set up the process to run from Sunday to Saturday each week, automatically.
- Ran the six-hour event on Saturdays.
- Sent multiple pieces of pre-event videos and homework materials via email to build excitement.
- Uploaded buyer emails to Facebook Ads and made a lookalike list.
- Created three ads with a \$500 budget and ran them on Facebook to the lookalike audience of our 550+ buyers to register for the event "happening this week".

• Doubled the ad spending using the profit from the week before.

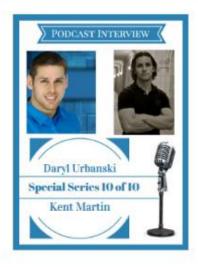
#### Results

- Earned \$1.6 million in front-end sales (excluding back-end products and services sold).
- Made \$7 million in sales in just under three years.
- Installed a massive income stream, including paid ads and customer service, requiring only three or four people to run it.
- Launched several other products under the new company brand.

#### Why it was smart to work with us

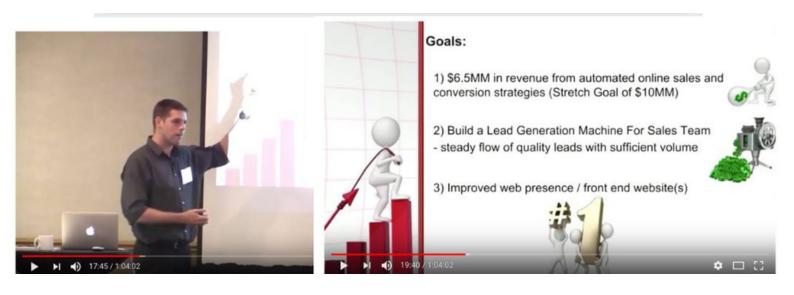
It might be hard to believe how they got back on their feet and earned millions. But Daryl's marketing strategy worked; this company is one of the many who swear by it.

◆ Listen to Daryl's interview with Kent Martin about how they grew the business: <u>https://members.bestbusinesscoach.ca/inside-a-7-</u> <u>million-dollar-automated-funnel-building-up-to-over-300000-</u> <u>facebook-followers-from-scratch-with-kent-martin-2/</u>.



#### Special Series 10 of 10: Inside A \$7 Million Dollar Automated Funnel & Building Up To Over 300,000 Facebook Followers From Scratch - With Kent Martin

Today we are joined by a good friend and very special guest - Kent Martin. I first met Kent while working as Senior Marketing Director for J...



## O Daryl Urbanski

#1 Bestselling Business Author, Business Coach, Entrepreneur, & Student Of Life...

#### YOUR SUCCESS IS MY SUCCESS!

My mission is to create 200 new multi-millionaire business owners. How? You'll do better when you know better.

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