

# Visionstryt Business Profile



## The Visionstryt Magic is about:

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"TAKING BUSINESSES TO A HIGH LEVEL OF EXCELLENCE, REVENUE GROWTH AND TRANSFORMATION BEYOND WHAT IT HAS EVER EXPERIENCED BEFORE."

# PROPOSAL CONTENT

■ INTRODUCTION	3
■ VISIONSTRYT FOCUSES ON 6 GROWTH AREAS	4
■ CPD PROGRAMME	5
■ VISIONSTRYT ACADEMY	6
■ STUDENT EMPOWERMENT COURSE	7
■ VISIONSTRYT BRAND DESIGN	8-9
■ CONCLUSION	10



# PROPOSAL INTRODUCTION

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As a business management and service consultancy company, Visionstryt ensures all three aspects of Healthcare run efficiently and cohesively with one another.

**We work with companies to ensure the following takes place:**

- Excellence and Efficiency
- Accountability and Leadership
- Great Service Delivery
- Increased Productivity and Profit Margins
- Discipleship Management
- Organizational Development and Transformation

With the ever changing economic climate in the world, many Healthcare Practices find it continuously difficult to maintain the level of success attained in the past, let alone experience massive growth and exponential sales results year after year.

**Visionstryt is here to accelerate your business!!!**

**How?**

By amplifying key areas within your entire business that will see it reach high frontiers and move it from success to significance.

We have a number of customized business solutions; various online distance learning platforms; amplifiers; resources and Hubs to name a few that are tailored for businesses to utilize daily in transforming their practices.

[www.visionstryt.co.za](http://www.visionstryt.co.za)

[www.visionstrytcpd.co.za](http://www.visionstrytcpd.co.za)

[www.visionstrytacademy.co.za](http://www.visionstrytacademy.co.za)

**VISIONSTRYT'S VALUES ARE BASED ON THE FOLLOWING PRINCIPLES:**

**Servanthood**

- The more we serve your business, the better you will be able to lead your community.

**Commitment**

- The more we cultivate your best resource (Your Team), the better they will catapult your business.

**Seedtime & Harvest**

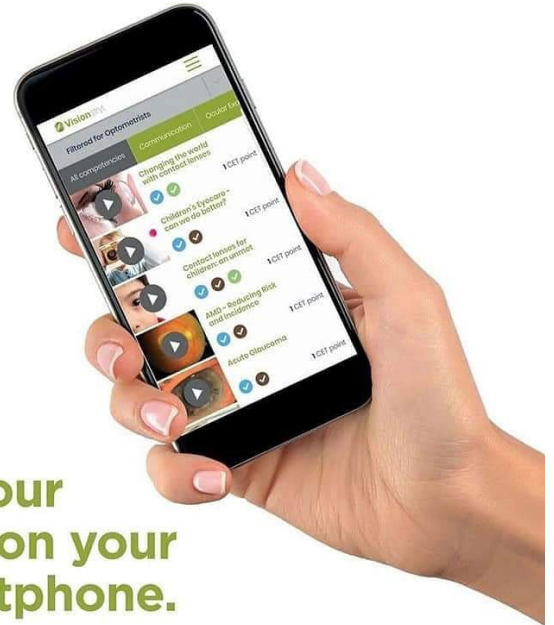
- The more we invest in your business, the better revenue, sales and people growth your business will reap.

# VISIONSTRYT FOCUSES ON 6 GROWTH AREAS:

<p><b>LEADERSHIP ENHANCEMENT</b></p> <p>We want to increase the growth potential of your business. This is achieved through creating a high performance working environment &amp; culture of excellence. We turn your employees into catalysts for your business by cultivating &amp; developing them, as they are your most valuable asset.</p>	<p><b>MARKETING COMMUNICATION STRATEGY</b></p> <p>We design a custom made Go-To-Market-Framework strategy within the guidelines of your budget to ensure your practice takes advantage and thrives from the various social media opportunities. We develop a bespoke digital strategy that will activate your brand to be more relevant and sort after.</p>	<p><b>CONSUMER CENTRICITY</b></p> <p>We transform your business into a value adding one by positioning it from “what it offers” to “why it exists” in the first place. Value increases consumer loyalty! We enable your business to have a consumer advantage instead of just a competitive advantage to accelerate its growth of being a market leader in your territory.</p>
<p><b>FINANCIAL GROWTH</b></p> <p>We amplify your sales force for your business by establishing revenue growth areas your practice can capitalize on. Our performance tracker offers your business unique insight into profit-making opportunities versus cost-saving measures.</p>	<p><b>PRACTICE ANALYTICS</b></p> <p>We are focused on creating a framework of business improvement &amp; service excellence for your practice to thrive in. We set your business apart from the rest in its category. Our analytics detail the 5 business framework principles specific to your practice.</p>	<p><b>VISIONSTRYT HUB</b></p> <p>We offer your practice a multi-discipline communications platform for continuous growth and excellence. This engagement platform will allow your practice to have access to a wide range of services and professional expertise without any interruption to your day-to-day operations.</p>

# CPD PROGRAMME

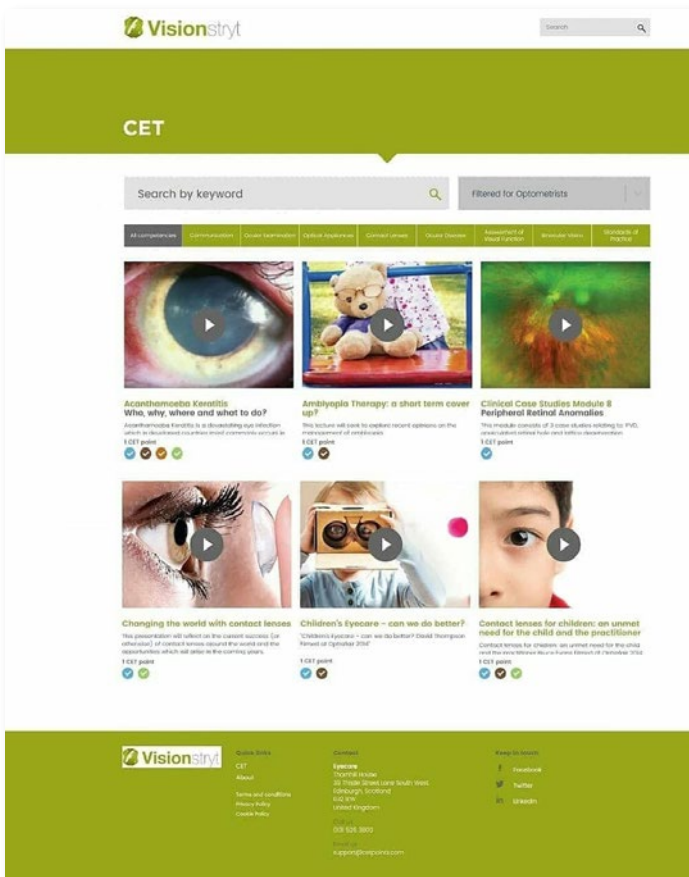
The most advanced online CPD Platform on the African continent.



All your CPD on your smartphone.

More than 80 CPD points covering a range of competencies for optometrists and dispensing opticians.

 Visionstly [www.visionstlycpd.co.za](http://www.visionstlycpd.co.za)



## Value of the CPD Programme:

- Over 80 CPD points available on the platform across a wide range of competencies.
- Accredited for both Optometrists and Dispensers.
- 80% of the content is in video format.
- Latest research readily available on all technological platforms.
- Only R1000 for a 12 month subscription.

# Visionstryt. academy

The academy is a platform of business excellence for the Optometry industry, offering a wide range of comprehensive solutions.

**The following courses are offered as online courses.**

## **Course 1: Business Leadership Programme for Optometric Practices (85 lessons)**

Module 1 – Incubation

Module 2 – Business Development

Module 3 – Performance Analytics

Module 4 – Strategic Advisory

Module 5 – Sales Management

Module 6 – Marketing

## **Course 2: Optometric Staff Training Course (26 lessons)**

Module 1 – Optometric Practice Principles

Module 2 – Clinching the Deal

Module 3 – Dispensing Guidelines

## **Course 3: Sales Advancement Course for the Healthcare Industry (29 lessons)**

Module 1 – Self Management Skills

Module 2 – Sales Skills Development

Module 3 - Building a Metric – Focused & Value Driven Team

Module 4 - Leading Sales Teams for Successful Results

## **Course 4: Employee Development Course (59 lessons)**

Module 1 – Communication

Module 2 – Brand Building

Module 3 – Competency and Excellence

Module 4 – Information Sharing

Module 5 – Dispensing

## **BENEFITS FOR SIGNING UP on the Academy Platform:**

1. Online educational platform that incorporates a multi-disciplinary approach to continuous learning.
2. Most businesses keep on failing as many healthcare practitioners don't have the necessary business acumen they need to run successful businesses. The platform is developed to equip practitioners with the skills and capabilities they need without compromising on their academic and clinical expertise.
3. There is synergy between what the students, employees and healthcare professionals learn from the platform.
4. The courses can be accessed anytime from smartphones, tablets, etc. This is advantages in that the platform doesn't interfere with normal every day practice.
5. Comprehensive and well structured content for all courses that takes into consideration all types of practices.
6. Continuous Professional Development and Educational Training
7. Practical solutions trained on throughout the entire platform for all employees.
8. Interactive platform that incorporates the following:
  - Visionstryt Brand Design
  - Publication House
  - Leadership HUB
9. Only R2000 per practice for the platform courses



## STUDENT EMPOWERMENT COURSE

This is an online learning platform for final year students focused on the following:

- Integration between the academic, clinical and business components of Optometry.
- Practical preparation for what they will need to run successful businesses.
- Hands on experience from leaders with over 10 years working in different areas of Optometry.

**The course consists of the following modules:  
(39 lessons)**

**Module 1** – Healthcare Defined

**Module 2** – Business Profiling

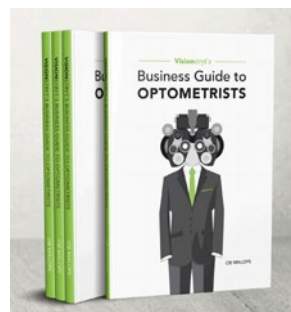
**Module 3** – Establishing Yourself in Your New  
Work Environment

**Module 4** – There is more to Healthcare than just  
your academic and clinical knowledge

Visionstryt offers the online Student Empowerment Course for students at only R300 per students for 12 months.

## VISIONSTRYT BOOKS

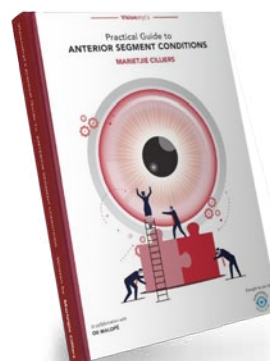
Visionstryt's Business Guide for Optometrists  
**R300 per copy**



Visionstryt's Practical Guide for Optometric Staff  
**R300 per copy**



Visionstryt's Practical Guide to Anterior Segment Conditions  
**R400 per copy**





# VISIONSTRYT BRAND DESIGN

Why Visionstryt Brand Design?

Beyond quality products and great service delivery, consumers today want something far more than that.

They want a worthwhile experience that is centered on the following components:

<b>Value</b>	<b>Usage and functionality</b>	<b>Convenience</b>	<b>Customization</b>
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Visionstryt Brand Design, through SIMPLE, CLEVER, PRACTICAL brand tools exists to connect the consumer with your brand.

Why partner with us for all your media related needs?

1. We are unconventional in our approach.
2. We challenge the status quo in media.
3. We are a team of dynamic young leaders with a passion for excellence.
4. Our team is diverse in that we come from different kinds of backgrounds which enable us to pull from a broader range of viewpoints and expertise.
5. Optometry is just one of the industries we work with and so this allows us to have a wider perspective in what we do.



## Visionstryt specialises in the following value adding services for your business:

<b>CONTENT DEVELOPMENT</b>	<b>BRAND ACTIVATION</b>	<b>BOOK DEVELOPMENT</b>	<b>MARKETING</b>	<b>VISUAL</b>
Content strategy and development	Brand development	Writing	Communication strategies and tactics	Video planning, development and editing
Social media management	Idea generation and implementation	Design	Consumer analytics	Advertisements
Website structure	Campaign strategies	Layout	Lead generation	You Tube channel
Media releases	Events and activations	Production	Conferencing	Website designs
Corporate reports	Media strategies	Printing	Digital strategies	Photography
Infographics	Speaker events	Selling strategies	Corporate identity requirements	
Presentations	Executive and employee communication training	Distribution		
Newsletters				

## What should you expect from us once when we produce quality work for your business?

1. Research based approach so that the media strategy we implement is specific to your business needs.
2. Increased revenue growth because our media strategies are driven by consumer centricity.
3. Long lasting high impact media strategies because we want to grow your business from success to significance.
4. Complete social media management of your brand.



# CONCLUSION

Whether your business has been operational for years or you new in the industry, our wide range of value adding solutions are guaranteed to add significant value to it.

Here is a reminder of the solutions you can sign up for and take your business to greater heights:

## **CPD PROGRAMME ON [WWW.VISIONSTRYTCPD.CO.ZA](http://WWW.VISIONSTRYTCPD.CO.ZA)**

- Visionstryt Academy on [www.visionstrytacademy.co.za](http://www.visionstrytacademy.co.za)
- Student Empowerment Course
- Visionstryt Books on order at [ob@visionstryt.co.za](mailto:ob@visionstryt.co.za)
- Book any of our Leadership Experts for your next conference.
- Visionstryt Brand Design at [info@visionstrytacademy.co.za](mailto:info@visionstrytacademy.co.za)



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