

The Gap + BOMA Content Library Catalogue

Gap members get exclusive access to our Premium BOMA content library.

Send content from our catalogue via the BOMA digital marketing platform to engage your clients and deliver educational marketing, tailored towards specific Gap services. Personalise the content in BOMA and add a clear call to action before sending via your different digital channels.

Gap Webinars

Get Back to Business

Webinar marketing

Initial invitation email - Join us for our Get Back to Business webinar

Final marketing email - Get Back to Business webinar - last chance!

Housekeeping email - Important Get Back to Business Webinar Details

Thank You Email - Thanks for attending our Get Back to Business webinar

Follow Up Email - We would love to work with you to help your business survive and thrive

Lead generation

Getting back to business

What do you want from your business?

Selling Your Value

Webinar marketing

Initial invitation email - Join us for our Selling Your Value webinar

Final marketing email - Selling Your Value webinar - last chance!

Housekeeping email - Important Selling Your Value Webinar Details

Thank You Email - Thanks for attending our Selling Your Value webinar

Follow Up Email - We would love to work with you to help you achieve your sales goals

Lead generation

Developing an effective sales process

Simple things your sales team must avoid

Leveraging Your Technology

Webinar marketing

Initial invitation email - Join us for our Leveraging Your Technology webinar

Final marketing email - Leveraging Your Technology webinar - last chance!

Housekeeping email - Important Leveraging Your Technology Webinar Details

Thank You Email - Thanks for attending our Leveraging Your Technology webinar

Follow Up Email - We would love to work with you to help you leverage your technology

Lead generation

Building your app stack

Leveraging your technology

Leadership Lessons

Webinar marketing

Initial invitation email - Join us for our Leadership Lessons webinar

Final marketing email - Leadership Lessons webinar - last chance!

Housekeeping email - Important Leadership Lessons Webinar Details

Thank You Email - Thanks for attending our Leadership Lessons webinar

Follow Up Email - We would love to work with you to help you lead more effectively

Lead generation

Leadership lessons: JUST FOR ME

Overcoming your leadership roadblocks

Governance in Action – Governance Series Part 1

Webinar marketing

Initial invitation email - Join us for our Governance in Action webinar

Final marketing email - Governance in Action webinar - last chance!

Housekeeping email - Important Governance in Action Webinar Details

Thank You Email - Thanks for attending our Governance in Action webinar

Follow Up Email - We would love to work with you to implement governance best practice

Lead generation

Governing vs Managing

The 7 key governance capabilities

The four pillars of effective governance

What is business governance and why does it matter?

Boards That Deliver – Governance Series Part 2

Webinar marketing

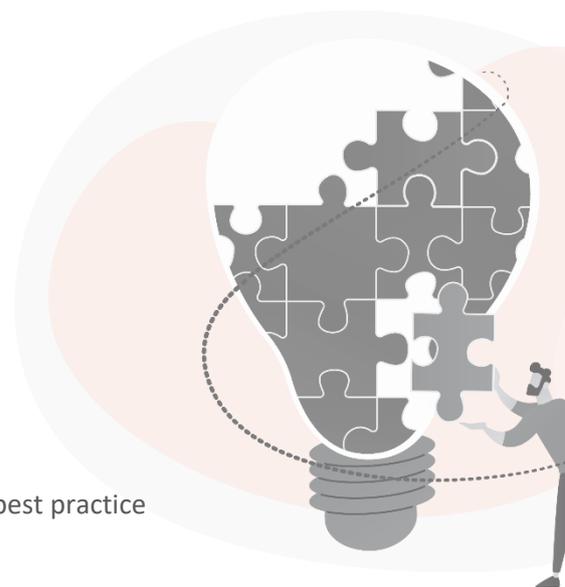
Initial invitation email - Join us for our Boards That Deliver webinar

Final marketing email - Boards That Deliver webinar - last chance!

Housekeeping email - Important Boards That Deliver Webinar Details

Thank You Email - Thanks for attending our Boards That Deliver webinar

Follow Up Email - We would love to work with you to accelerate your governance performance



Lead generation

Governing vs Managing

The 7 key governance capabilities

The four pillars of effective governance

What is business governance and why does it matter?

Reclaiming Your Time

Webinar marketing

Initial invitation email - Join us for our Reclaiming Your Time webinar

Final marketing email - Reclaiming Your Time webinar - last chance!

Housekeeping email - Important Reclaiming Your Time Webinar Details

Thank You Email - Thanks for attending our Reclaiming Your Time webinar

Follow Up Email - We would love to work together to help you Reclaim Your Time

Lead generation

The Achiever Matrix

Want to spend more time doing what you love?

Top 10 time wasters to avoid

Adopting an Atomic Habits mindset

Bolstering Your Balance Sheet

Webinar marketing

Initial invitation email - Join us for our Bolstering Your Balance Sheet webinar

Final marketing email - Bolstering Your Balance Sheet webinar - last chance!

Housekeeping email - Important Bolstering Your Balance Sheet Webinar Details

Thank You Email - Thanks for attending our Bolstering Your Balance Sheet webinar

Follow Up Email - We would love to work together to bolster your Balance Sheet

Lead generation

Don't neglect your Balance Sheet

Demystifying your Balance Sheet

Your Personal Budget

Webinar marketing

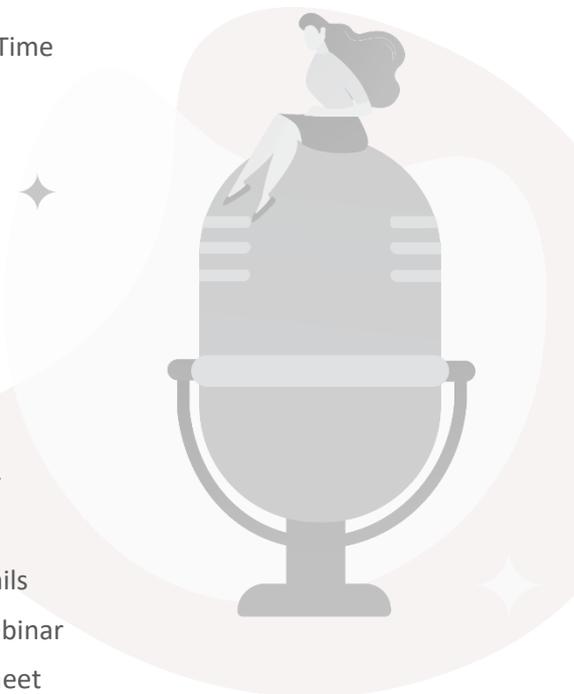
Initial invitation email - Join us for our complimentary webinar, Your Personal Budget

Final marketing email - Want to take control of your personal finances? Learn how!

Housekeeping email - Important details - Your Personal Budget webinar

Thank You Email - Thanks for attending our webinar, Your Personal Budget

Follow Up Email - We would love to work together to help you achieve your personal finance goals



Lead generation

How to prepare your personal budget

Staying on track with your personal budget

The obvious and unexpected benefits of having a personal budget

Know Your Numbers

Webinar marketing

Initial invitation email - Join us for our Know Your Numbers Webinar

Final marketing email - Want to understand your financial reports to enable better decision making?

Housekeeping email - Important Know Your Numbers webinar details

Thank You Email - Thanks for attending our Know Your Numbers webinar

Follow Up Email - We would love to work together to help you understand your numbers

Lead generation

Shortening your working capital cycle to free up cash

Increasing your stock turn in a slow-moving economy

Reducing lock up days to free up cash

Understanding your numbers to improve your results

Seven Ways to Grow Your Business

Webinar marketing

Initial invitation email - Join us for our 7 Ways to Grow Your Business webinar

Final marketing email - 7 Ways to Grow Your Business webinar - Last chance!

Housekeeping email - Important 7 Ways to Grow Your Business webinar details

Thank You Email - Thanks for attending our 7 Ways to Grow Your Business webinar

Follow Up Email - We would love to work together to help your business grow

Lead generation

There are seven ways to grow your business

The first way to grow your business - Increase customer retention

The second way to grow your business - Generate more leads

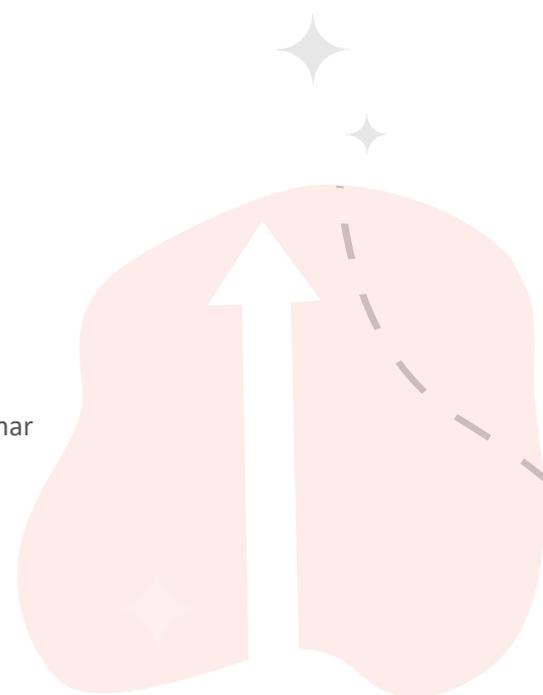
The third way to grow your business - Increase your sales conversion rate

The fourth way to grow your business - Increase transaction frequency

The fifth way to grow your business - Increase transaction value

The sixth way to grow your business - Reduce your variable costs

The seventh way to grow your business - Reduce overheads



How Robust is Your Trust (NZ-specific)

Webinar marketing

Initial invitation email - How Robust is Your Trust webinar

Final marketing email - How Robust is Your Trust webinar - last chance!

Housekeeping email - Important How Robust is Your Trust webinar details

Thank You Email - Thanks for attending our How Robust is Your Trust webinar

Follow Up Email - We would love to work together to ensure your Trust remains compliant

Lead generation

An overview of the new Trusts Act 2019

Is your Trust still relevant and compliant?

Understanding your duties as Trustee

Adapting to the New Business as Usual

Webinar marketing

Initial invitation email - Join us for our Adapting to the New Business as Usual webinar

Housekeeping email - Important Details for our Adapting to the New Business as Usual webinar

Follow Up Email - We would love to work together to help your business adapt

Lead generation

Your critical numbers

Getting Paid

Webinar marketing

Initial invitation email - Register for our complimentary webinar: Getting Paid

Housekeeping email - Important Getting Paid Webinar Details

Thank You Email - Thanks for attending our Getting Paid webinar

Follow Up Email - We would love to work together to help ensure you get paid

Lead generation

Requesting payment of overdue accounts in a crisis

Improve debtor days to help cashflow recovery

Business Recovery Planning

Webinar marketing

Initial invitation email - What does Business Recovery Planning look like?

Housekeeping email - Important Details for our Business Recovery Planning Webinar

Follow Up Email - We would love to work together to help your business recover



Lead generation

Your Business Recovery Plan

What do you want from your business?

Leading your business recovery

Managing risk

Maximising your cash reserves

Reinventing your product and service offering post-Covid

Customer relationships are more important now than ever

Ethical marketing

Selling with empathy

Efficiency through automation

Your critical numbers

Business Continuity Planning

Webinar marketing

Initial invitation email - Register for our complimentary webinar: Your Business Continuity Plan

Housekeeping email - Important Business Continuity Planning Webinar Details

Follow Up Email - We would love to work together to develop your Business Continuity Plan

Lead generation

Developing your Contactless Business Operation Policy

Preserving your business through lockdown

Supporting your family and team through the lockdown

Business Planning

Your why

Are you a slave to your business?

The Five A's of Change - a process to achieve continuous improvement

Be, Do, Have

Why you must set SMART goals

P is for purpose, not profit

How to regain control of your business

Cashflow Management

Profit vs cash

Cash is NOT equal to profit

Smart strategies to control your cash

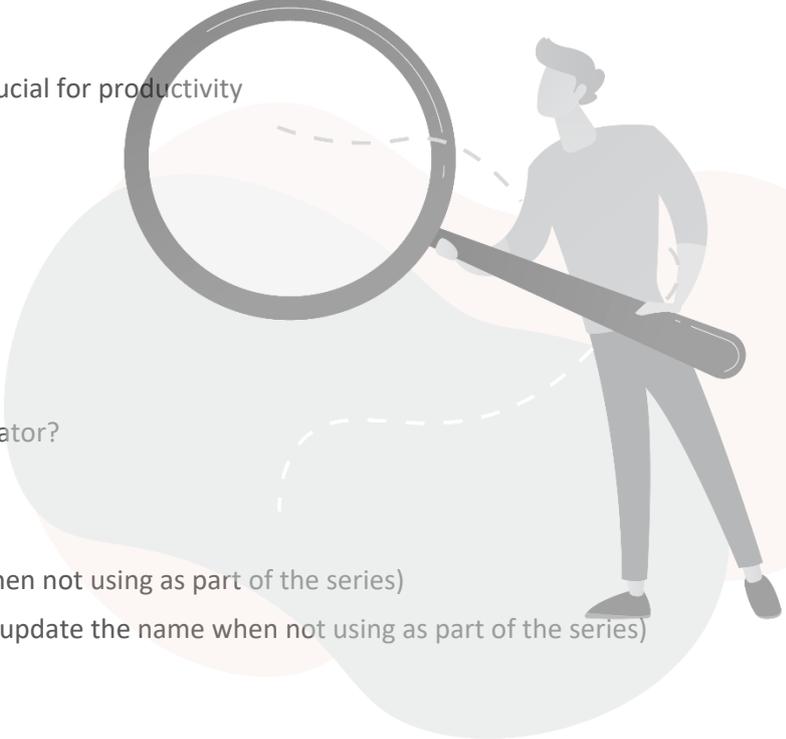
Boost your cashflow



Why you must set SMART goals
Collect your debtors faster
What's in the forecast?
How to regain control of your business
Maximising your cash reserves

Organisational Review

Understanding the 10 departments in your business is crucial for productivity
The purpose of an Organisation Chart
The fundamentals of an Organisation Chart
Are you a slave to your business?
Defining a great day's work
Can you outsource leadership?
The difference between directing and leading
Delegation versus abdication - are you an effective delegator?
Top 10 time wasters to avoid
Your job description as Director
Step 5 of Building a Better Business (update the name when not using as part of the series)
Fundamental one to successfully scale up your business (update the name when not using as part of the series)

An illustration of a person in a grey suit holding a large magnifying glass over a globe. The globe is light grey with a dashed white line representing a path or orbit. The background is a soft, abstract landscape with light blue and pinkish tones.

Coaching

Hold me accountable or else what?
The Five A's of Change - a process to achieve continuous improvement
Step 7 of Building a Better Business (update the name when not using as part of the series)
Why you must set SMART goals
How to regain control of your business

Financial Awareness Coaching

Critical Numbers Series

Critical numbers - The working capital cycle
Critical numbers - Your lock up days
Critical numbers - Your stock turn

Know Your Numbers Series

Know your numbers - Your Balance Sheet
Know your numbers - Your Trading Account
Know your numbers - Your Profit and Loss Report

Know your numbers - Drilling down on your margins

Grow Your Numbers Series

Grow your numbers - Increase sales conversion rate

Grow your numbers - Control overhead expenses

Grow your numbers - Improve customer retention

Grow your numbers - Increase leads generated

Grow your numbers - Increase your transaction frequency

Grow your numbers - Increase transaction value

Grow your numbers - Improving your margins

Grow your numbers - Reporting and accountability

Grow your numbers - Activities and KPIs

Standalone articles

Profit vs cash

Are we a cost or an investment?

Talk to us about the 10 ways to lift your margin

The dangers of discounting

Cash is NOT equal to profit

Why you must set SMART goals

Collect your debtors faster

Shortening your working capital cycle to free up cash

Understanding working capital to maintain business success

Increasing your stock turn in a slow-moving economy

Reducing your lock up days to free up cash

Understanding your numbers to improve your results

KPI Improvement Coaching

Defining a great day's work

Grow your numbers - Reporting and accountability

Grow your numbers - Activities and KPIs

Hold me accountable or else what?

Why you must set SMART goals

How to regain control of your business

Marketing Plan

The Marketing Flywheel



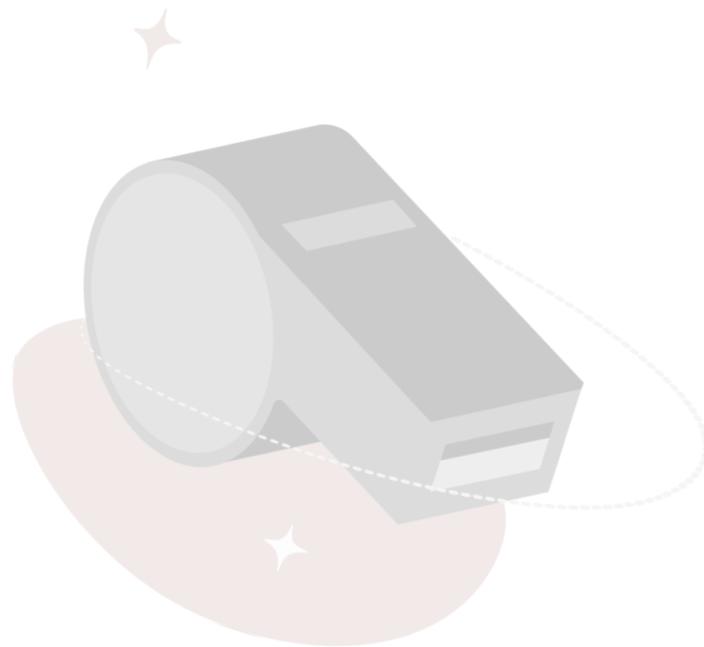
Amplify your business with social media
The five stages of brand experience
Using LinkedIn to boost your business
Your brand: the most powerful management tool
Networking for business growth
Growing your business with referrals
Why you must set SMART goals
P is for purpose, not profit
Delighting your customers for better referrals
Ethical marketing

Value Based Selling

Developing an effective sales process
Ask, don't pitch
Values to embody as a salesperson
How to handle rejection
Simple things your sales team must avoid
How to write winning proposals
Your brand: the most powerful management tool
The five stages of brand experience
Amplify your business with social media
Minimising fallout from an unhappy customer interaction
Networking for business growth
Growing your business with referrals
The first way to grow your business - Increase customer retention
The second way to grow your business - Generate more leads
The third way to grow your business - Increase your sales conversion rate
The fourth way to grow your business - Increase transaction frequency
The fifth way to grow your business - Increase transaction value
Step 8 of Building a Better Business (update the name when not using as part of the series)
Why you must set SMART goals
Delighting your customers for better referrals

Grow Your Numbers Series

Grow your numbers - Improve customer retention
Grow your numbers - Increase leads generated
Grow your numbers - Increase your transaction frequency



Grow your numbers - Increase transaction value

Core Values Development

Minimise team turnover and time spent recruiting

What is employee engagement and why does it matter?

Defining a great day's work

Living above the line - how winners behave

Bring your A game (not your O game)

Step 6 of Building a Better Business (update the name when not using as part of the series)

Succession Planning

Why all businesses need to plan for succession

What is Succession Planning?

Identifying factors that may influence your Succession Plan

Creating your initial Succession Plan

Be, Do, Have

Why you must set SMART goals

Effective Governance

Governing vs Managing

The 7 key governance capabilities

The four pillars of effective governance

What is business governance and why does it matter?

Management Reporting

Driving your business with reporting

Step 9 of Building a Better Business (update the name when not using as part of the series)

Gap Seminars

7 Ways to Grow Your Business Seminar

Seminar marketing

Join us at our 7 Ways to Grow Your Business Seminar

Want to grow your business profits this year? Register for our upcoming seminar

7 Ways to Grow Your Business - last chance!



Thanks for registering for 7 Ways to Grow Your Business
Important 7 Ways to Grow Your Business seminar details
Thanks for attending our 7 Ways to Grow Your Business seminar
We would love to work together to grow your business

Lead generation

There are seven ways to grow your business
The first way to grow your business - Increase customer retention
The second way to grow your business - Generate more leads
The third way to grow your business - Increase your sales conversion rate
The fourth way to grow your business - Increase transaction frequency
The fifth way to grow your business - Increase transaction value
The sixth way to grow your business - Reduce your variable costs
The seventh way to grow your business - Reduce overheads

10 Hats in Every Business Seminar

Seminar marketing

Join us for our 10 Hats in Every Business seminar
Want more time, mind & financial freedom? Register for our upcoming event!
The 10 Hats in Every Business seminar - last chance!
Thanks for registering for 10 Hats in Every Business
Important 10 Hats in Every Business seminar details
Thanks for attending our 10 Hats in Every Business seminar
We would love to work together to help free up your time

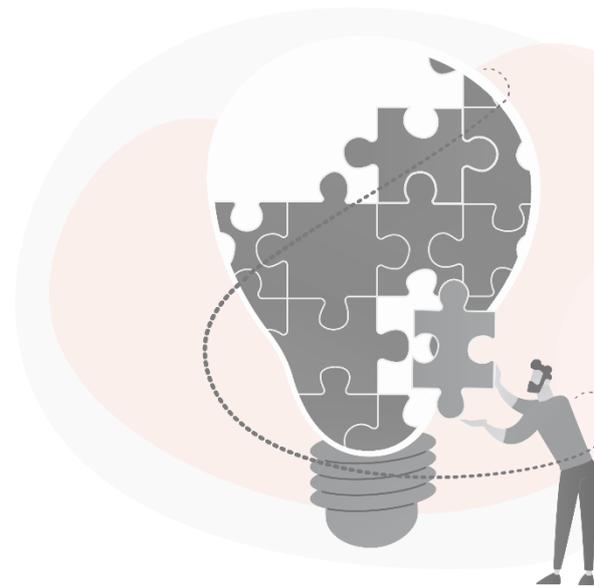
Lead generation

Understanding the 10 departments in your business is crucial for productivity
The purpose of an Organisation Chart
The fundamentals of an Organisation Chart
Are you a slave to your business?
Fundamental one to successfully scale up your business (update the name when not using as part of series)

Cashflow Management Seminar

Seminar marketing

Join us at our Cashflow Management seminar
Cash is the life blood of any business - want to improve your cashflow?
Cashflow Management seminar - last chance!
Thanks for registering for Cashflow Management



Important Cashflow Management seminar details

Thanks for attending our Cashflow Management seminar

We would love to work together to help improve your cashflow

Lead generation

Cashflow freedom - The 7 causes of poor cashflow

The first cause of poor cashflow - Your cash lockup

The second cause of poor cashflow - Your accounts payable process

The third cause of poor cashflow - Your stock turn

The fourth cause of poor cashflow - Your debt or capital structure

The fifth cause of poor cashflow - Gross profit margins are too low

The sixth cause of poor cashflow - Overheads are too high

The seventh cause of poor cashflow - Sales levels are too low

Building a Better Business in 10 Steps Seminar

Seminar marketing

Join us for our Building a Better Business in 10 Steps Seminar

Want clarity on where you can add value in your business?

Building a Better Business in 10 Steps Seminar - Last chance!

Thanks for registering for Building a Better Business in 10 Steps

Important Building a Better Business in 10 Steps Seminar Details

Thanks for attending our Building a Better Business in 10 Steps seminar

We'd love to work together to reach your business's true potential

Lead generation

Building a Better Business in 10 Steps

Step 1 of Building a Better Business

Step 2 of Building a Better Business

Step 3 of Building a Better Business

Step 4 of Building a Better Business

Step 5 of Building a Better Business

Step 6 of Building a Better Business

Step 7 of Building a Better Business

Step 8 of Building a Better Business

Step 9 of Building a Better Business

Step 10 of Building a Better Business



3 Essential Tools for Business Success Seminar

Seminar marketing

Join us for our 3 Essential Tools for Business Success Seminar

Want to find out how to make your business more successful?

The 3 Essential Tools for Business Success - last chance!

Thanks for registering for The 3 Essential Tools for Business Success seminar

Important 3 Essential Tools for Business Success seminar details

Thanks for attending our 3 Essential Tools for Business Success seminar

We would love to work together to guarantee your success in business

Lead generation

How to regain control of your business

Your why

Are you a slave to your business?

P is for purpose, not profit

Why you must set SMART goals

What's in the forecast?

Profit vs cash

Cash is NOT equal to profit

Smart strategies to control your cash

Boost your cashflow

Hold me accountable or else what?

Cashflow Freedom Seminar

Seminar marketing

Initial email invitation - Join us for our Cashflow Freedom Seminar

Second email invitation - Wondering where the cash goes? Join us!

Final marketing email - Cashflow Freedom seminar - last chance!

Confirmation email - Thanks for registering for our Cashflow Freedom seminar

Housekeeping email - Important Cashflow Freedom seminar details

Thank you email - Thanks for attending our Cashflow Freedom seminar

Follow up email - We would love to work together to help you achieve cashflow freedom

Lead generation

How to regain control of your business



Gap Workshops

Virtual Planning for Success

Feeling overwhelmed and want to achieve sustainable business growth?

Achieve sustainable business growth with our Virtual Planning for Success Workshop Programme

Last chance to join our Virtual Planning for Success Workshop Programme

10 Hats Workshop Tri-series

Are you ready to take control of your organisation structure?

There can only ever be one leader

Last chance - 10 Hats Workshop Tri-Series

Thanks for attending our 10 Hats Workshop Tri-series

Need an accountability injection to roll out your new structure?

Gap Mindsets

Be, Do, Have

The Achiever Matrix

Start your year off in the performance zone

The Five A's of Change - achieving continuous improvement

Addressing performance niggles in your team

Do you know what you don't know?

Other education marketing content

Covid-19 specific

Clarify and reset your goals in a Covid world

Scaling Up Your Business Series

Fundamental one to successfully scale up your business

Fundamental two to successfully scale up your business

Fundamental three to successfully scale up your business

Standalone articles

Is your team using inbound phone calls to maximise the customer experience?

Are your phone lines friendly enough for potential customers?

Do you have a client scheduling procedure?

Do you have a client reception procedure?

Millennial employees - why you need them

Turning washouts into wins



Communication is the key to business success

Deep work - Ditch distractions and be one of the focused few

10 ways to improve self-awareness

9 exit interview questions for an improved culture

Merry Christmas from our team

Welcome to 2021

Top 8 things to outsource in your business

Are you paying too much tax?

How to say no if you're a yes person!

10 ways to improve your happiness

Business stress keeping you awake at night?