

## Leadership Masterclass: The 7 FATAL mistakes to avoid in growing and scaling your business.

9:30 - 12:30 | 26/11/2025 | Digital Jersey Hub,  
Ground Floor, Forum 4, Block 3, Grenville St, JE2 4UF  
| £65 per delegate

[Book now](#) →



**#3 could be derailing your business right now!**

### Who's it for?

This hands-on workshop masterclass, led by Royston Guest is for Business owners and Senior business leaders committed to creating a relevant, agile, and resilient business that will not only survive but thrive.

### The content...

What if, in a high-impact 3-hour masterclass, you could uncover the 7 critical mistakes that many business leaders unknowingly sleepwalk into?

Ideas packaged for instant translation and application to your business, no matter what stage you're at on your growth journey.



**Book here**

Ideas that will help you avoid costly trial and error in how you grow and scale your business.

And before you say it: yes, the ideas are 100% relevant to your business. I wish I had a pound for every time a business owner or leader has said to me, “Royston, you don’t understand; my business is different!”

What you’re about to discover are the universal foundational principles of business growth, regardless of whether you are B2B (Business to Business) or B2C (Business to Consumer), a brick-and-mortar or online business.

The ideas are 100% applicable to your business right now. In fact, they are more important than ever in the current challenging business climate!

## **Why Attend This Workshop?**

- Discover the 7 critical mistakes that many business leaders unknowingly make, which could be hindering your business growth right now.
- Gain ideas that are instantly translatable and applicable to your business, regardless of its current stage.
- Learn how to avoid the costly trial and error process in growing and scaling your business.
- Understand the universal foundational principles of business growth that apply to all types of businesses, whether B2B, B2C, brick-and-mortar, or online.
- Conduct a mini audit of your business to see how you measure up against these critical mistakes and identify specific actions to future-proof your business.
- Benefit from the expertise of Royston Guest, who will lead the hands-on workshop and provide actionable insights.
- Receive Royston’s brand-new e-book at the end of the session, offering a deeper dive into the 7 fatal mistakes and how to avoid them.

If you’re serious about building a business that is set up to not just SURVIVE but also THRIVE, then this is a masterclass you definitely won't want to miss.

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**Who's presenting?**

**Royston Guest**

CEO of Pathways Global