



THE GUINEA GROUP

# COMMAND & CONVERT

The New Rules of Entrepreneurial Power



Session with Anton Guinea

## Elite Business Training 3 Elements | 3 Transformations

For entrepreneurs, founders, and professionals ready to scale results, multiply leverage, and lead with strategic precision — not emotion. This is where real business is built: through power positioning, smart automation, and monetised influence

### What Does This Training Program Include?



#### Influence-Driven Content: How to Create Authority That Converts

- Convert every conversation and piece of content into cashflow
- Leverage credibility by association. Position, don't pitch
- Build a brand that demands attention, not likes



#### AI as Leverage: Replacing Yourself to Multiply Results

- Identify & eliminate low-value decision loops
- Use AI to scale your genius, not your workload
- Delegate like a CEO, automate like a strategist



#### Power Over Passion: How Real Entrepreneurs Win

- Passion fades. Power compounds
- Don't do what you love, do what you do best
- Persistence beats resistance

### Investment

3-Hour Masterclass (For Business Leaders, Entrepreneurs, Teams)

**Flat Rate: \$5,000 + GST**

In-person delivery. Rockhampton

*Custom delivery formats and extended coaching add-ons available on request*

### Optional Add-Ons:

1:1 Post-Training Coaching Session (\$1,250)

DISC / EQ / Resilience Profiling (\$250 per profile)

30-Day Strategy Sprint (Execution Support) POA

**The session will be opened by the voice of the Octagon!**

**Secure your seat now!**

**Opportunities like this don't wait.**



**Bruce Buffer**

BOOK NOW



+61 422 058 736



theteam@theguineagroup.com.au

## Anton Guinea

Anton Guinea has been working with leaders and their teams to improve their wellbeing since 2004.

Anton helps leaders to develop psychologically safe and high performing teams.

Since January 2020, Anton has personally delivered over 1,300 individual coaching sessions.

Anton's sessions are built on energy, engagement, and enterprise thinking.

What separates Anton from the other trainers that deliver similar programs include:

- Anton has worked his way up from being a tradesperson to a manager and understands what strong leadership requires
- He has led teams of planners, tradespeople, and project coordinators in a range of industries around Australia
- Anton's big why is based on his experience with poor leaders, and wanting to ensure that leaders are provided with all of the skills required to have a positive impact on the wellbeing and the psychological safety of their teams
- He is qualified with a HR Degree, a Psychology Degree, and is currently completing a Master of Research into how leaders can be better at leading under pressure
- Anton is qualified to deliver DISC Profiling, Resilience Profiling, and Emotional Intelligence Profiling (which are all relevant to this training program)

And delivering training programs is only one of Anton's skills. The impact that he creates is delivered through one-on-one coaching programs.



### About The Guinea Group

Our vision is to be the world authority on leadership and people development.

In business  
for **20**  
years

Net **86%**  
Promoter  
Score

Client's Overall Satisfaction

**2.9/3**  
(77 responses)

with the TGG services,  
on a scales of 1 to 3

Served  
**200+**  
Clients

1:1 Coaching Sessions  
since  
**1,300+**  
January 2020

### Anton's coaching programs:

Are individually tailored

Include input from the coachee's leader (Leader's Leaders sessions)

Anton has had coaching clients from between 3 months, and up to 2 years

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