

HOW SCALE TO FREEDOM WORKS TO TRANSFORM YOUR BUSINESS

SCALE TO FREEDOM IS A PROVEN PROCESS TO UNCOVER YOUR UNIQUE PATH TO SCALING YOUR FREEDOM AND PROSPERITY.

PROVEN CURRICULUM



INTENSIVE → PLANNING → GROW → BUILD CAPACITY

Our proven curriculum is self-paced and meant to support you “on the court” with your business instead of taking you away from your business to complete the lessons. We offer the following multi-faceted lessons:

- Video lessons
- Companion workbooks
- Individual Module Workshops

SUPPORT AND ACCOUNTABILITY



Elevated Mindshare Network

You'll connect with a network of CEOs who challenge, support and give you honest feedback. Deepen your leadership and employee coaching skills by coaching each other. Together, we go further faster.

Unlimited Support

Reach out as you need support. Getting into the practice of turning a complex issue into a simple question will strengthen your clarity of thinking as a leader, and you'll also discover that you already know what you need to do. Post in the Facebook group, send us an email, or show up for the Q&A after the Leadership Activator Sessions.

Quarterly Board Meetings

During the initial Planning phase of the program, we'll create a custom project plan, and break it into 4-90 day sprints. Each quarter, we'll meet in the Board Room to debrief on the last quarter and plan for the next. You'll make progress weekly, and we'll review your progress monthly, helping you make course corrections as needed.

Leadership Activator Sessions.

Reflect for a few minutes before session: “Where do I need support? What is the one question I can ask that will help me move forward this next week?” Post it in the comment box during the session.

My team and I are committed to your success AND you are 100% responsible for your results.

Follow the actions in your project plan, and ask for help when you need it. We'll help you stay on track, but ultimately, you're responsible for doing the work. Book your workshops and reach out for support.

24 OTHER WAYS TO GET AN AMAZING ROI FROM HANDS-OFF CEO GROWTH PROGRAMS

BE ACCOUNTABLE



- We will create a **One Page Growth** Plan together where we set your vision and targets for the next 12 months.
- **Weekly Accountability Check-ins** are designed to help you uncover inspired actions to move forward and communicate to me how to best support you.
- **Monthly Group Tracking sheet**—you choose a number and we'll track it together.
- **Group Quarterly Review**
 - Being accountable to me and to your peers increases your success dramatically.
 - Report your progress forward to the tribe.

GROW SALES



- Use the **Client Success Map** to focus your sales efforts. Get feedback from our team to increase value to your service so that you can double (or more) your fees.
- Build a repeatable marketing process that you can delegate to your team.
- Streamline your offers, increase the value so that it's easier for you to delegate this to a sales team.
- Get feedback on your sales process to look for ways to streamline, cut your sales cycle, and improve conversions.
- Join the **Scale to Freedom Sales Challenge!** This is optional, and you will get support increasing your sales conversions.
 - You set a goal, track your sales metrics weekly with the groups tracker.
 - I analyze the metrics to help you know how to dramatically grow your sales.

GROW PROFITS



- Use the **Service Management Blueprint** to get your team profitably managing services without you. Remove yourself from the day-to-day and cut service costs dramatically.
 - Clients routinely cut 25-75% off the initial strategic component while actually increasing quality. How much would that be worth to your business?

GROW LEADERS ON YOUR TEAM



- Receive feedback on a particular business process and advice as to how to cut the cost and time invested
- Use your **One Page Growth Plan** to bake your vision and core values into the day-to-day:
 - Stay inspired and in action!
 - Attract and inspire amazing staff!
 - Increase confidence and speed of decision making!
- Get support on how to handle difficult employee issues.
- Take advantage of our plug and play Hiring Process to attract, screen, and hire high level talent.
 - Evaluate them in a quarter of the time, with a greater confidence of success.
- Create a staff development plan that you know how to get as much value out of your current team as possible and to see who you can promote and further develop.
- Create a hiring and development plan, so you'll know who to hire next and what they should be doing.

GROW FREEDOM



- Use your Powerhour to be a more effective leader, gain control over your time, and add at least 20 extra productive hours per month.
 - This means you can work the same or less, while growing your income!
- Become exceptional at delegating so that your mind is free from chaos and stress.
 - As the CEO, experience uninhibited creativity and inspired growth ideas.
- Stress test your business so you can take a vacation without your business going up in flames. Learn exactly what to improve to strengthen your company when you get back.

JOIN OUTCOME ORIENTED MENTORSHIP



- My team and I deeply care about your success. I personally think about the needs of my clients constantly and am always looking for ways to specifically help you grow your business.
- Our processes and mentorship solve your specific challenges related to scaling a custom high ticket B2B service based businesses. ie. agencies, consultancies, other business services.
- You get 1-1 access to high level strategic coaching from mentors with excellent track records (not inexperienced generalists).
- Past clients have added 5 figures of net profit every month, added millions of dollars in sales, and have exited the day-to-day so they can scale growth, or even sell the business.
 - These results are possible in your business too! Ask us how! We care help you create a success plan for this.