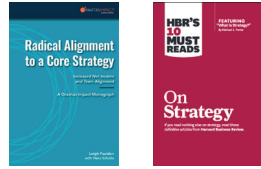


7 Attributes of BUSINESS

# STRATEGY

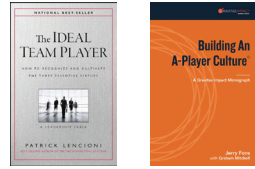
The organization's strategy provides a unique and valuable position in the market, and can be stated in one phrase.



7 Attributes of BUSINESS

# TALENT

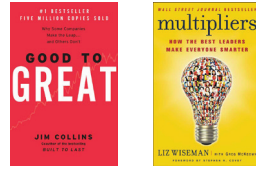
Leaders and managers relentlessly pursue a culture of trust, results, and accountability.



7 Attributes of BUSINESS

# LEADERSHIP

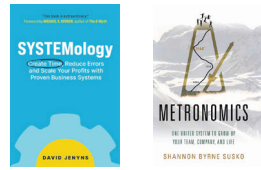
The Executive leadership team is authentic, healthy, and aligned.



7 Attributes of BUSINESS

# SYSTEMS

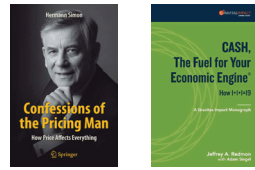
The organization has a system to optimize core processes, change management, decision-making, and technology use.



7 Attributes of BUSINESS

# PROFIT

The organization has optimized cash flow, and understands the forces and levers in their control to increase profit and cash.



7 Attributes of BUSINESS

# EXECUTION

The organization has annual, quarterly, and personal priorities that are visible, measured, and activated with a 13-week sprint.



7 Attributes of BUSINESS

# CUSTOMER

The organization has defined the core customer, crafted a compelling promise, and systematized the customer lifecycle.



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## Developing Leaders & Foundations for Quality Organizations (It Doesn't Have to be Lonely at the Top)



Strategy • Long Range Planning • Core Competencies • Maximizing Cash  
Managing People • Talent Assessment • Functioning Teams  
Brand Promotion • Execution • Developing Dashboards / Key Performance Indicators  
Improving the Customer Experience • Functional Accountability  
Identifying Ideal Team Members

	Session 1	Session 2	Session 3	Session 4	Session 5	Session 6	Session 7	Session 8	Session 9	Session 10	Session 11	Session 12
<b>Curriculum: Leadership Execution Cash People Strategy</b>	7 Attributes Self Assessment. Let's be real. Where is your business at?	1 Page Business Plan. Working ON your business.	The Power of 1. Accelerating Profitability	Redemption Rituals that help your business and give time back.	Strengths. Weaknesses. Opportunities. Threats. SWOT	Profit Per X: What projects are in your sweet spot? Are you strategically pursuing those types of revenue streams?	When you think of a good customer - what comes to mind? Attributes of your best customers.	Talent Assessment: Defining your A, B, and C players.	Culture: Defining a culture that attracts and keeps A players on your team.	Core Values: How do they shape your culture, and employee behavior. How to bring the core values into the redemption routines.	Business Function and roles exercise. Does everyone know exactly what their responsibilities are? You'd be surprised!	Revisiting the 1 page business plan. How did we do? What is the most addressable challenge for the upcoming year?
<b>Speaker Schedule</b>	Speaker: Are you bankable? How about leasing. Line of credit. Asset financing. SBA options.		Speaker: Certified Public Accountant addresses Section 179, and other key tax strategies.		Speaker: Payroll and HR Compliance in the State of WA. Are you in compliance		Speaker: Building Wealth through Investing. 401k and other options		Speaker: Attorney addresses the 5 largest areas of Exposure for business.		Speaker: Insurance Issues. Physical Assets. Disability. Vehicles. Life Insurance.	
	Bankable? What are the factors?											
<b>7 Attributes</b>		Strategy		Execution		Systems		Leadership		Talent		Profit
<b>Explained in Depth</b>												
<b>Book:</b>	Good to Great: Jim Collins	Radical Alignment To a Core Strategy	Confessions of a Pricing man	The Great Game of Business	The Ideal Team Player	Metronomics	Never Lose another customer again	Building an A Team Culture	The Inside Advantage	The Nine Lies about Work	Your Oxygen Mask First	WHO
				Jack Stack	Patrick Lencioni		Joey Coleman					
<b>HBR</b>	Harvard Business Review Articles	HBR	HBR	HBR	HBR	HBR	HBR	HBR	HBR	HBR	HBR	HBR
<b>YouTube Video Ted Talk, Etc</b>	3-5 Minute Video every month	Video of the month: Example - The Ideal Team Player (Ted Talk)	Video of the month	Video of the month	Video of the month	Video of the month	Video of the month	Video of the month	Video of the month	Video of the month	Video of the month	Video of the month

## THE ROLE OF A ROUNDTABLE

**Education:**  
Consistent commitment to working on your business  
**Advocate/Confidant**

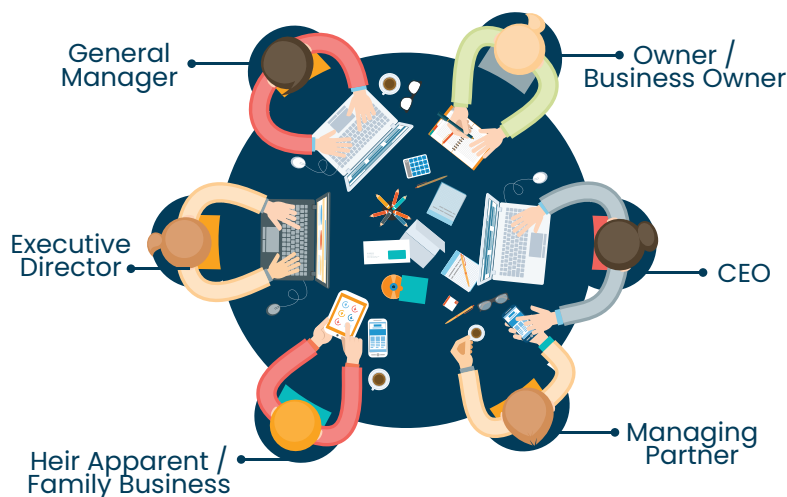
**Pseudo Board:**  
Accountability

**Visionary Co-Architects for your Organization**

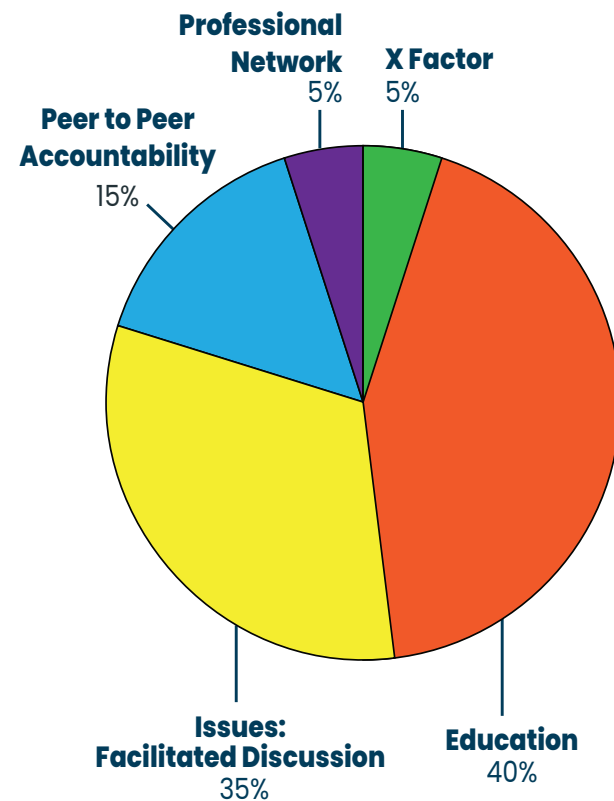
**Coach**

**Friend/Team Member**

**X Factor:**  
Ideas. Ideas. Support.



## LEADERSHIP ROUNDTABLE



## SOUND ROUND TABLE PEER ADVISORY BOARD

Group of 6 -12 people. Meets monthly.

**Ideal Member:**  
Values Personal and Professional Growth  
Enjoys Engaging with Others!

**Characteristics:**  
Positive

Optimistic

28 - 55 years old

Can afford the monthly fee

1MM - 15MM in revenue

Diverse subset of Experiences (Life's Work)

Has Experienced Failure at some point

Team Oriented

Can operate in a group environment

Is a leader

Humble

Learner

Listener

Patience to Engage Challenges that Others Experience

Naturally pursues a sense of belonging/ Comfortable as a team member.



## TRANSFORMATION OF A LEADER



## GOLDEN TRIANGLE

