

# Business Leaders Grow Their Business Faster with Support from a Coach

## *Enterprise Coach Supported Program*



### The Coach Supported Enterprise Program Delivers Structure Support Tailored to your Business

The Enterprise Coach Support Program is specifically designed for business leaders like you, who have a growth mindset and who want their business to be less dependent on you for its day-to-day operations. The Coach-Supported option is intended for business leaders who have started or joined a small business to gain freedom but instead feel trapped by the constant demands on their time and attention.

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**Maybe you’re looking for a structure that can take away the endless guessing game and help you move your company forward.**



#### Coach Supported Program Elements

The coaching program comprises 12 core topics covered during 12 sessions\*. You can choose the pace of the meetings from the three options below. Each session is 90-120 minutes long and can be delivered to one person or a small group of leaders, depending on your needs.

Steady Pace (12 months) – The Steady Pace program involves meeting once a month with your Coach over a 12-month period of time.

Quick Start (9 months) – The Quick Start program begins with two monthly meetings for the first three months, followed by six months of meetings once per month.

Rapid Pace (6 months) – The Rapid Pace program meets twice a month for six months.

#### Coaching Topics

Strategy: Revenue Groups & Circles, Thinking-Doing Sequence, Offerings, Standard-Custom Continuum, and Customer Segments/Buyer Types.

Culture: Brand Values, Core Values and One-to-One Process.

Infrastructure: Functional Org Chart, Position Role Sheet, Biz Dev Structure, Marketing Structure, Sales Structure, Customer Service Structure, Key Performance Indicators and Master Processes (optional).

“You start a business because you’re good at something, not because you’re good at running a business. You have a craft or a trade. Most people don’t get past the one-man band because they don’t have a system to get past that early stage of business.”

CEO, TechForward IT

“Phil has worked with my company over the past ten years as our company staff grew from start-up level staffing of 22 employees to in excess of 500. Projectivity Solutions has provided invaluable tools to our management team’s arsenal.”

President/CEO

“Phil has vast knowledge and experience in business strategy, operational improvements, and leadership development. My Company staff increased from 125 to 456 employees, and our profits rose 400% in the past four years. His practical advice and ability to build team relationships have become our foundation for sustained growth.”

Vice President, Operations

“Working ON our business took on a new level of understanding for our leadership team. Phil’s wealth of knowledge and broad business and team-building experience helps him relate to our situation with practical insights.”

President

**Coach Supported Program** is both in-depth and flexible, designed to bring clarity and independence to the small-business owner who wants to scale and grow their business but is stuck or overwhelmed

# Enterprise Coach Supported Program

STRATEGY BOOK

## Strategy Book & Thinking-Doing Sequence

1 Meeting – 2 hours.



### Business Model

2 Meetings – 2 hours each

The Business Model stimulates critical thinking needed to architect a business, covering fundamental strategic areas – customer, value, revenue/profit, and structure. This framework periodically assesses the business design and adjusts as the business grows.



### Business Development Structure

2 Meetings – 2 hours each

The Business Development Structure engagement facilitates critical thinking, producing a common language for the revenue-generating functions. This engagement infuses Marketing, Sales, and Customer Service key principles into the organization



### Key Performance Indicators (KPI)

1 Meeting – 2 hours.

The KPI Flash Sheet System engagement provides principles, critical thinking, and tools to implement effective performance metric tracking. KPIs are the markers for the overall health of a company.



### Organizational Structure

2 Meetings – 2 hours each

The lack of structure within a business contributes to chaos, disengaged employees, high turnover, and a culture resistant to change. A Certified Organizational Adviser facilitates this engagement about position role sheets and org.



### Brand and Core Values

1 Meeting – 2 hours.

Brand and Core Values are the most critical catalysts in an organization. Values form the cornerstone for everything a company accomplishes. A Certified Organizational Adviser facilitates this engagement.



### One-to-One Process

1 Meeting – 2 hours.

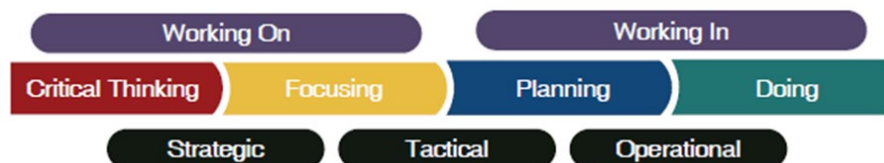
A One-to-One Process engagement provides a regular feedback loop between supervisor and employee, promoting proactive inquiry, personal accountability, and trust-building. It is foundational to creating a high-functioning company.



### Master Processes (Optional)

3 Meetings – 2 hours. each

The Master Processes engagement facilitates the identification of critical processes and systems that are lacking in the organization. This engagement addresses chaos, poor staff training, weak project management, and the high cost of lost expertise-related challenges.



## Grow Your Business with Support From a Coach.

Do you have a growth mindset? Do you want your business to depend less on you for its day-to-day operations?

The Coach-Supported option is designed for business leaders like you—leaders who started or joined a small business to gain freedom but instead are feeling trapped by the constant demands on their time and attention