

Why *Follow* the Pack When You Should be *Leading* the Pack?

Exceptional Enterprise Program



Becoming an Exceptional Enterprise is a proven process to higher-functioning and higher profits.

A business that can successfully manage the unforgiving challenges of start-up to early growth and expansion and market maturity is genuinely exceptional. That's because 95% of companies struggle in this trajectory and about 70% fail. Survival is a daily battle for those who remain, and "sustainability" is not in the vocabulary.

The 5% that soar – exceptional - have gained knowledge, insights, and a practical tool-set to understand and approach their business challenges differently from their competitors. What is critical to understand is that this is not intuitive for businesses or their leadership. Essentially stated, Leaders are too close to their vested interest and don't know the growth rules.

Program Components: Diagnose – Prescribe – Predict

The Exceptional Enterprise Program uses proprietary algorithms based on the 1,300 company research of James Fischer to diagnose the critical enterprise root causes that create drag on company productivity, profitability, and growth. The report highlights organizational and leadership insights for business owners, consideration concerning stage-appropriate completeness, Non-Negotiable Rules (NNRs), and foundational business elements. The element packages consist of videos, principles, tools, and two-hour interactive training meetings. Each business element meeting has between four to ten two-hour sessions. Participation is for key personnel, and fees are fixed based on the business element complexity, knowledge, and skills transfer. The immediate result is to transfer Working ON the business knowledge and skills to key personnel. By design, the material is repeatable, trainable, and scalable.

Approach to Success

The classic Seven Stages of Growth methodology is a starting point for becoming an Exceptional Enterprise. The key is to understand that as you add people, you add complexity, which requires adjustments to problem-solving. Complexity also drives the need to continually focus on the root cause of problems and a holistic approach to communication to align the entire organization (i.e., its people).

The eleven business elements provide a more comprehensive framework for performance improvement by integrating techniques to diagnose, prescribe, and predict the key components in a business's ecosystem that are the "missing elements" that provide tangible, lasting solutions to the identified issues.

One of the most unique and dynamic business growth models I've ever encountered. Their proprietary Stages of Growth Matrix encapsulates a company's life cycle, not by revenue but by employee size."

B. Gravely, Growth10Thinking

"Growth is a focus of my overall business philosophy, and that is why I have appreciated the Stages of Growth methodology for several years. Rather than just solving the immediate issues a business owner faces, it focuses on the root causes of barriers to growth."

R. Laurie, Integ Solutions

"The benefits greatly outweigh the cost. The investment I've made has paid itself back in two months, and we haven't even scratched the surface yet."

P DeFinis, TechForward IT

"What surprised me the most is how much deeper we dive into the actual business and improving my business. It's not just theories."

CEO

"This comprehensive program helps me and my team effectively use our critical thinking skills to focus ON the business instead of only working IN the business"

CEO

Exceptional Enterprise: A business performing at its true potential by having a strong management team, root-cause focused problem solving, and committed alignment throughout the organization.

The Exceptional Enterprise Program



Brand and Core Values
3-5 Meetings – 2 hrs. each

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



One-to-One Process
5-6 Meetings – 2 hrs. each

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



Business Development Structure
5-6 Meetings – 2 hrs. each

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



Key Performance Indicators (KPI)
4-6 Meetings – 2 hrs. each

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.



Master Processes
6-8 Meetings – 2 hrs. 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.



Meeting Structure
4-6 Meetings – 2 hrs. each

The Meeting Structure engagement provides a framework for developing consistent organizational meeting structures to ensure meetings are effective. The team develops specific meeting templates that define a meeting's purpose, outcomes, format, and participation.



Organizational Structure
4-6 Meetings – 2 hrs. 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.



Interdepartmental Planning
4-6 Meetings – 2 hrs. each

Interdepartmental Planning consists of categorizing priorities across all departments and facilitating the identification of shared priorities. The team learns how to use a quarterly "planning scrub" to keep the entire Management Team working on the crucial priorities.



Strong Management Team
12 Meetings – 4 hrs. each

The Exceptional Manager Program is a 12-month experience that shapes your management team into the backbone of an exceptional company. It uses online content and hands-on activities to instill the mindset, and skills managers need to create high levels of value for the organization.



Business Growth Framework
6-8 Meetings – 2 hrs. each

The Business Growth Framework engagement teaches a comprehensive business growth methodology to the management team. Instead of a CEO carrying the burden of growth alone, the standard framework allows the entire team to work on essential business strategies and initiatives.



Business Model
8-10 Meetings – 2 hrs. 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.

Learn the secret to sustainable growth in your business... and start leading the pack.

Only 5% of businesses actually perform at their true potential. The other 95% struggle with the eleven core elements that define an Exceptional Enterprise. ***Is it time for your business to become exceptional and reap sustainable growth?***