



FRACTIONAL CHIEF GROWTH OFFICE

SUMMIT[®]
PURPOSE DRIVEN PURSUITS

*A betterment company serving people on their journey to
discover their purpose-driven pursuits, lead with transparency
and inclusion, and create economic and social prosperity.*



FRACTIONAL CGO OVERVIEW

Get the whole picture of the future of your business and unlock the collective potential of your entire company with a Fractional Chief Growth Office. Fractional CGOs complement teams by helping to develop the strategic thinking, planning and execution capability that empowers them to lead in a market that is more global, complex and fast-paced than ever.

Whether you are unsure which direction to go, need help implementing your growth playbook on your own, or want support with strategic execution from executives who have empowered teams and scaled businesses, our CGOs can provide the lift your business needs. This hybrid leadership model brings together future-oriented and cross-functional expertise to set strategic clarity and alignment, take some weight off your shoulders, and grow your business in innovative ways.

“With the pace of change today, maintaining a consistent feedback loop with your customers and responding by positioning your business to stand out comes down to focus and execution.”

- Eric Strafel, SUMMi7 CEO & Founder

SUMMi7 is made up of experienced growth experts who are influential collaborators with skills and knowledge in strategy, leadership, operations, finance, human resources, brand and marketing, business development and sales, public relations and communications to complement your own team. As your strategy implementation office, we provide ongoing strategic and tactical support to help you navigate operating issues, tap into opportunities specific to your industry and company, and achieve the milestones on the way to reaching your ultimate vision.

STRATEGY DEPLOYMENT FRAMEWORK

Our approach enables your executive team to:

- Identify where you play and how to win.
- Establish priorities and align the team.
- Deploy an operating cadence that incorporates your strategic initiatives into your day-to-day business.

Keep your team informed, aligned and climbing together!

For most companies, there's a sizable gap between the 3- to 5-year vision for the business and the current realities of today. By applying the Strategy Deployment Framework, we can build a path to close that gap while engaging employees to make the needed course corrections along the way.



1 | SURVEY THE LANDSCAPE

- SWOT
- Customer Insights
- Future Needs Assessment

2 | SET YOUR COMPASS

- Vision, Mission, Values
- Customer Value Proposition
- Organizational Priorities

3 | MAP THE PATH

- Key Decisions
- Resource Planning
- Near-Term Goals / Milestones

4 | EXECUTE THE PLAN

- Key Performance Indicators (KPIs)
- Trail Rhythm
- Call to Action

PROCESS

Following the scoping process to determine your business's greatest challenges and opportunities, we methodically work through a process that is proven to help all kinds of businesses grow and tailored for our specific needs and ambitions.



DISCOVERY & ASSESSMENT

We help you as a business leader by facilitating the process of creating the priority strategic growth and foundational initiatives. We leverage tools to engage your team, bring market and customer insights into the conversation, and facilitate an open dialogue to work through issues and opportunities. Together, we lead through a process of developing alternatives, making decisions and prioritizing resources to execute.



COLLABORATIVE DEVELOPMENT

We help engage the organization in the strategy process, connecting all levels so that strategy to action is one seamless process with collective buy-in, understanding and engagement throughout the company.



COMMON PLAYBOOK FOR ALL

By leveraging the Business Scaling Method®, which incorporates best practices from many different industries and company sizes as our base operating system, we help you develop a playbook that can be used as a common language for strategy execution. The Business Scaling Method® is an “open architecture” operating system that we can customize to fit the unique aspects of your business.

FEATURES & BENEFITS

FOCUS ON WHAT MATTERS MOST

Identify and prioritize the best way to allocate your resources (time and money), maintain alignment on strategic priorities, and achieve your long-term objectives.

STRATEGIC CLARITY

See a broader perspective on your company's competitiveness and maintain alignment on strategic priorities across the leadership team and other stakeholders to forge a clearer path to success.

TEAM EMPOWERMENT

Enhance team effectiveness by improving transparency and engagement throughout your company, and increasing staff readiness for future leadership roles.

RAPID FEEDBACK

Track performance to commitments, manage risk, course correct and improve ROI on key investments through ongoing and open communication, evaluation and planning.

BOOSTED BANDWIDTH

Accelerate growth by augmenting your team with experienced implementers who can serve as a catalyst to incite the change needed to perform at your best.

Amplify the strengths in your team and map the clearest path to your north star without the need for another full-time executive. We will work to transfer skills and put ourselves out of a job as your business solidifies its foundation in reaching even more sustainable and purposeful impact. Our Fractional CGOs can offer support at two rates:

	TRANSFORM	ACCELERATE
RATE	\$10,000 Per Month	\$5,000 Per Month
ENGAGEMENTS	Weekly/Monthly	Monthly/Quarterly
SPECIALIST SUPPORT	Ongoing	Selective
TIME COMMITMENT	Target 24-40 Hours Per Month	Target 12-20 Hours Per Month

Additional charge for baseline assessment if a prior SUMMi7 program is yet to be completed.



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