

# BUSINESS SCALING METHOD®

FOR CO

# SUMMIT7®

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.*



# C O H O R T OVERVIEW

The Business Scaling Method® Cohort Program is for purpose-driven small and midsize business owners and leaders looking to understand and overcome the constraints that are holding their businesses back.

Up to 10 participants gain detailed knowledge about their business model, leadership skills to align and empower their team, and a proprietary operating system to proactively identify and solve day-to-day issues while also developing a foundation for sustainable growth and long-term impact.

*When I reflected on what I've learned through the program, I thought your company name was perfect because what you teach is simple, universal, measurable, meaningful, inspiring and transformative.*

- Group Home Executive

*Expert Guide  
- Eric Strafel*

Having served as an executive leader for more than two decades, Eric understands the joys and challenges of running and growing businesses. With the mission of lifting up other leaders to help them attain greater social and economic prosperity, he leads the cohort through weekly group sessions as well as conducts virtual baseline assessments and team implementation workshops with each member to develop and implement a strategy playbook for their business's greatest path to success.



# C O H O R T METHOD

We work with you and your team to understand your business's history, your current challenges as a leader, and future goals to develop and implement an executable plan customized to your needs and priorities.

## INTRODUCE + GUIDE

We share each of the methodically crafted program stages supported by written, graphical and video materials that make the process of strategic planning and implementation just as intuitive for you.

## APPLY + REINFORCE

Through a blend of worksheets, exercises and group discussions, you'll actively engage with the material to promote reflection, visioning, and action for you and your teams.

## SHARE + EXCHANGE

Tailored Q&A sessions, supplemental content and peer exchanges of different perspectives provide additional support specific to your needs and goals.

## IMPLEMENT + IMPACT

We support you in integrating your custom strategy-to-action playbook by involving your team in the ownership, accomplishment and celebration of your shared vision and desire for meaningful impact.



"I love the idea of coming up with the structure around team building and leading an organization. You basically have turned it from an art into a science."



- Indu Sanka  
FSGS





# FEATURES & BENEFITS

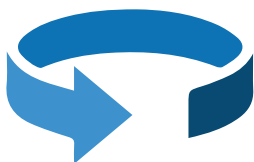
## HANDS-ON EXECUTIVE COACHING

The wealth of experience your Expert Guide brings to the program is the foundation of the knowledge and techniques you will gain as you are guided through the 12 weeks. We teach from experience and application so you know you are learning and applying knowledge from people who have been in your shoes.



## 360° SUPPORT

Dedicated Trail Guides support your weekly needs and ensure you are progressing toward your goals. Online tools and offline resources are also available for you to engage with program content and other business leaders so you can benefit from a greater diversity of experiences and perspectives.



## CONTENT DELIVERY FOR DIFFERENT LEARNING STYLES

We provide a number of ways to interact with our content so you can choose the method that works best for you. From virtual meetings, printed and digitized content and multimedia optimized and available across all of your devices, it is easy to stay engaged.



## EXECUTABLE PLAN + IMPLEMENTATION SUPPORT

Walk away with a customized strategy playbook that sets a clear path to your business and leadership goals. In addition, we will help you implement your plan with your team to inspire, create buy-in, and encourage accountability.



The BUSINESS SCALING **METHOD** COHORT is a 12-week program that navigates 6 stages and 27 modules through a series of weekly exercises, activities, and group sessions.

- Baseline Business Assessment
- Weekly Cohort Live Sessions + Office Hours
- Implementation Workshop
- One-on-One Team Implementation Session



## STAGE OVERVIEW



### STAGE 1 | ENVISION SUCCESS

Reflect on who you are at your core - your purpose, mission, vision and values that tie everyone on your team together - and let that guide your dreams of being wildly successful in the future.



### STAGE 2 | SURVEY BASECAMP

Analyze your products and services, methods of delivery, and the value provided to customers to gain a better understanding of what foundational and transformational adjustments will help you reach your business goals.



### STAGE 3 | MAP THE ROUTE

Develop your step-by-step plan to move toward your vision while balancing the urgent needs of operating your business day to day.



### STAGE 4 | ESTABLISH TRAIL RHYTHM

Establish the operating cadence of daily, weekly, monthly, quarterly and annual activities that integrate work across your teams without losing peace of mind about daily operations.



### STAGE 5 | FUEL THE CLIMB

Promote the collective development of your business and employees keeping your mission and values at the forefront of conversations to foster a growth mindset culture and address roadblocks along the way.



### STAGE 6 | RESET & RENEW

Make course corrections, keeping everyone moving forward. Cultivate relationships with your team, look back on your growth and reconfirm your vision and mission.



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