

THE 12-MONTH ***ULTIMATE*** SCALING UP PROGRAM

Scaling Up made **SIMPLE**

20,000
Scaleups 

"The greatest danger in times of turbulence is not the turbulence – it is to act with yesterday's logic."

Peter Drucker

The Ultimate Scaling Up Program

The 12-month accelerated program puts together decades of **hands-on experience**, the latest tested and trusted **cutting-edge management tools**, and **individual 1-on-1 support**. It equips your team with the skills, the discipline, and the entrepreneurial passion to grow **as fast as possible**. The program keeps everyone accountable to accomplishing his/her part of the journey.

Within 12 months you will:

1. Gain understanding of the driving forces and **future scenarios** for your industry
2. Discover future **GROWTH opportunities** and set clear **targets**
3. Define a **clear strategy**
4. **Design organizational structure** and processes to enable fast and efficient execution
5. **Establish habits and routines** to enhance personal and team efficiency and execution capabilities

IT IS SIMPLE

Some consultants, professors, and professionals complicate things. The ultimate efficiency hack is the Pareto effect – **20% of efforts yield 80% of results** – in most cases. We are committed to identifying the 20% and doing it in the **most efficient** way.

WE PREACH WHAT WE PRACTICE

We are not consultants. **We are entrepreneurs at heart**. We have started, managed and advised tens of thousands of businesses across the world. We never charge per hour. We are passionate about what we do and we treat your business **as if it were ours**. We will never advise you to do or pay for something we would not do ourselves.

IT IS NOT FOR EVERYONE

Our experience with hundreds of executives across the globe confirms that those obsessed with absolute precision of data, and in search of certainty and predictability, fail to grasp fully the opportunities ahead. In such cases, our approach fails to deliver.

In the age of the **exponential organization** there is no forecast. You have to put your faith in a **vision, hire the best people**, and work VERY hard. If you know the outcome, it is NOT an innovation. If everything is under control, you are not moving fast enough. If you believe that real life is the best class room – we are keen to welcome you into the program.

We will have fun working together and creating value.

"Rockefeller system delivers more value for the \$ than anyone else in the business!"

Henry McGovern, Chairman and
CEO AmRest, YPO Poland

CLARITY

ENERGY

SPEED

Outcomes

1. The executive team is healthy and aligned.
2. Everyone is **ALIGNED** with the #1 goal for the year and the quarter.
3. Communication **RHYTHM** is established and information moves throughout the organization fast.
4. Every facet of the organization has a person assigned with **ACCOUNTABILITY** and goals are met.
5. Ongoing employee **FEEDBACK** is collected to identify obstacles and opportunities.
6. **REPORTING** and analyses of customer feedback is a frequent and accurate.
7. Core **VALUES** and purpose are alive in the organization.
8. Employees can articulate clearly the company **STRATEGY**, including long-term goals, core customer profiles, and brand promise.
9. Everyone has **PRIORITIES** and **KPIs**.
10. The company plans and **PERFORMANCE** are transparent and visible to everyone.

"To every CEO I meet I say that they needed to attend a Rockefeller Habits workshop and if they did not love it I would pay for their attendance!"

Dwight Cooper, CEO PPR Healthcare Staffing

Our Global Vision

Your growth journey will be guided by the best Scaleup coaches in the world. After decades of success we have created a comprehensive curriculum using cutting edge management tools that have been designed to equip you and your team with the skills, discipline and entrepreneurial passion to grow as fast and smart as possible.

We will help you and your team implement the Rockefeller habits and the Scaling Up Performance Platform that are set out in the best-selling Scaling Up book by Verne Harnish.



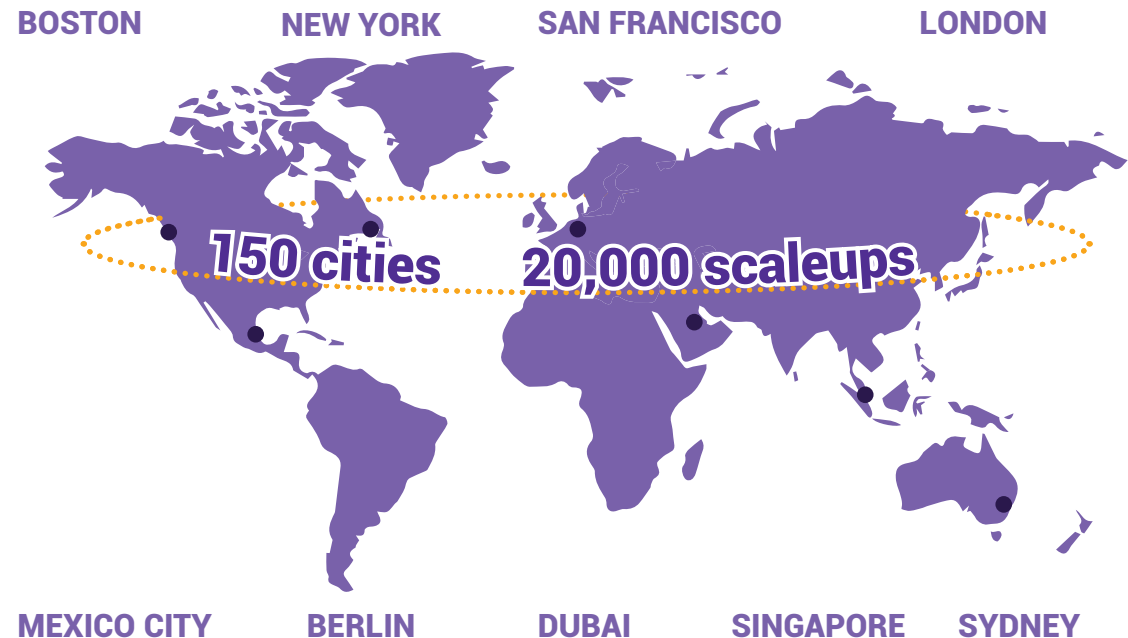
HARVARD
UNIVERSITY

Harvard Certified

After completing the 12-month program, CEOs will have the opportunity to attend Harvard Universities, alongside other CEOs from around the globe.

The partnership with Harvard furthers the academic rigour and prestige we hold our global program standards to. All CEOs attending the program will have the opportunity to attend Harvard for a two-day intensive workshop at the end of the year long program, and earn a Master's Certificate.

20,000
Scaleups 



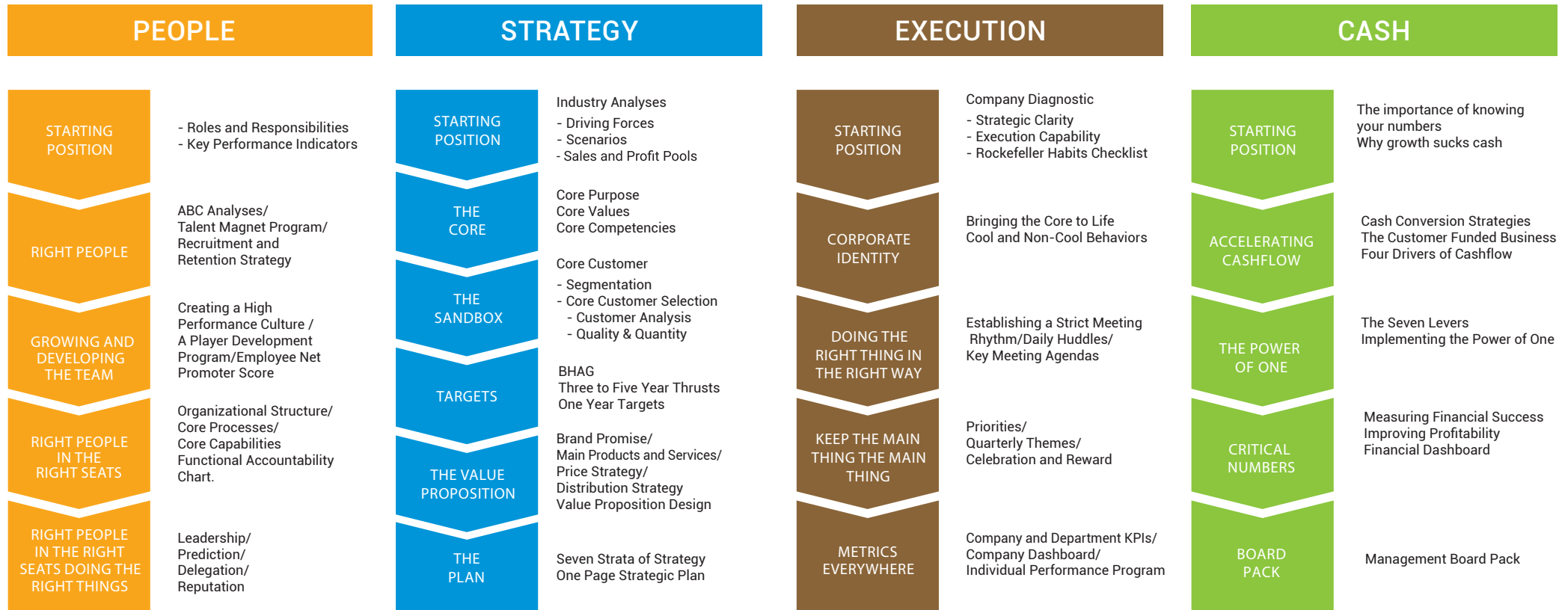
Invested in your growth

Your growth journey will be guided by the best Scaleup coaches in the world. After decades of success we have created a comprehensive curriculum using cutting edge management tools that have been designed to equip you and your team with the skills, discipline and entrepreneurial passion to grow as fast and smart as possible.

We will help you and your team implement the Rockefeller habits and the Scaling Up Performance Platform that are set out in the best-selling Scaling Up book by Verne Harnish.



PROGRAM DELIVERABLES



12 MONTH PROGRAM

CLASSROOM SESSION 1 TWO AND A HALF DAYS			CLASSROOM SESSION 2	CLASSROOM SESSION 3	CLASSROOM SESSION 4
CEO INTRODUCTION	SCALING UP MASTERCLASS	STRATEGIC THINKING MASTERCLASS	PEOPLE MASTERCLASS	EXECUTION MASTERCLASS	CASH MASTERCLASS
<div>1/2 day for CEOs only</div> <p>Introduction to the program</p> <p>Goals for the next 12 months</p> <p>10x CEO Leadership Tour</p> <p>Guest CEO Speaker</p>	<p>Scaling Up Performance Platform</p> <p>Introduction to the Scaling Up 4D Framework</p> <p>Overcoming the barriers to Scaling Up</p> <p>Overview of Strategy</p> <p>The Core introduction</p> <p>One Page Strategic Plan</p>	<p>SWT</p> <p>Seven Strata of Strategy</p> <p>Completion of One Page</p> <p>Strategic Plan Vision Summary</p>	<p>Right people, right seats, doing the right things</p> <p>Hiring Top Talent</p> <p>Functional Accountability Chart</p> <p>Process Accountability Chart</p> <p>Creating a High Performance Culture</p>	<p>Rockefeller Habit Checklist</p> <p>Priorities 'Making the main thing, the main thing'</p> <p>Data and Metrics</p> <p>Scaling Up Scoreboard</p> <p>Impact of Meeting Rhythm</p>	<p>Rockefeller Habit</p> <p>The fundamentals of Cash</p> <p>Accelerating Cashflow</p> <p>The Power of One</p>



Simplicity is the ultimate sophistication

20,000
Scaleups

