# THE 12-MONTH ULTIMATE SCALING UP PROGRAM

Scaling Up made SIMPLE



"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
- Design organizational structure and processes to enable fast and efficient execution
- 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



## **Outcomes**

- 1. The executive team is healthy and aligned.
- **2.** Everyone is **ALIGNED** with the #1 goal for the year and the quarter.
- Communication RHYTHM is established and information moves throughout the organization fast.
- 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.
- 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**

**20,000** Scaleups

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 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.



# 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.

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## **PROGRAM DELIVERABLES**

## **PEOPLE**

## STARTING POSITION

RIGHT PEOPLE

GROWING AND DEVELOPING THE TEAM

RIGHT PEOPLI IN THE RIGHT SEATS

RIGHT PEOPLE
IN THE RIGHT
SEATS DOING THE

## STRATEGY

#### - Roles and Responsibilities - Key Performance Indicators

ABC Analyses/ Talent Magnet Program/ Recruitment and Retention Strategy

Creating a High Performance Culture / A Player Development Program/Employee Net Promoter Score

Organizational Structure/ Core Processes/ Core Capabilities Functional Accountability Chart.

Leadership/ Prediction/ Delegation/ Reputation

## Industry Analyses

## STARTING POSITION

THE

SANDBOX

THE VALUE

**PROPOSITION** 

THE

PLAN

- Driving Forces - Scenarios - Sales and Profit Pools

Core Purpose Core Values Core Competencies

#### Core Customer

- Segmentation

BHAG

- Core Customer Selection
- Customer Analysis
- Quality & Quantity

## \_\_

Three to Five Year Thrusts One Year Targets

Brand Promise/ Main Products and Services/ Price Strategy/ Distribution Strategy Value Proposition Design

Seven Strata of Strategy One Page Strategic Plan

## **EXECUTION**

## STARTING POSITION

Company Diagnostic

- Strategic Clarity
- Execution Capability - Rockefeller Habits Checklist

# CORPORATE IDENTITY

Bringing the Core to Life Cool and Non-Cool Behaviors

## DOING THE RIGHT THING IN THE RIGHT WAY

KEEP THE MAIN THING THE MAIN THING

METRICS EVERYWHERE Establishing a Strict Meeting Rhythm/Daily Huddles/ Key Meeting Agendas

## Priorities/ Quarterly Themes/ Celebration and Reward

Company and Department KPIs/ Company Dashboard/ Individual Performance Program

## **CASH**

## STARTING POSITION

The importance of knowing your numbers
Why growth sucks cash

# ACCELERATING CASHFLOW

Cash Conversion Strategies The Customer Funded Business Four Drivers of Cashflow

## HE POWER OF ONE

The Seven Levers Implementing the Power of One

### Measuring Financial Success Improving Profitability Financial Dashboard

Management Board Pack

# **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
Introduction to the program  Goals for the next 12 months  10x CEO Leadership Tour  Guest CEO Speaker	Scaling Up Performance Platform  Introduction to the Scaling Up 4D Framework  Overcoming the barriers to Scaling Up  Overview of Strategy  The Core introduction  One Page Strategic Plan	SWT  Seven Strata of Strategy  Completion of One Page  Strategic Plan Vision Summary	Right people, right seats, doing the right things  Hiring Top Talent  Functional Accountability Chart  Process Accountability Chart  Creating a High Performance Culture	Rockefeller Habit Checklist  Priorities 'Making the main thing, the main thing'  Data and Metrics  Scaling Up Scoreboard  Impact of Meeting Rhythm	Rockefeller Habit  The fundamentals   of Cash  Accelerating   Cashflow  The Power of One



Simplicity is the ultimate sophistication

