

# 20,000 Scaleups



## On-Demand Courses

### THE START OF YOUR COMPANY UNIVERSITY

*Brains are in; heavy lifting is out. That's the essential nature of the new knowledge-based economy. Therefore, the development of knowledge is close to job No. 1 for corporations.*

Tom Peters

The war for talent continues to intensify and the number one way to ensure your team is staying ahead and pushing you forward is an investment in their education. Our 20,000 Scaleups initiative makes it easier for you and your team to get this important routine started.

#### Continuous Professional Education

All professions (especially commercial pilots) require continuous education. Why shouldn't our business profession be the same? 20,000 Scaleups provides short and

practical on-demand courses, delivered by some of the top business thought leaders in the world, as part of your monthly fees.

Start by encouraging your frontline employees to spend just 12 hours learning this first year and 24 hours for team leads. As a senior leader, your seven in-person days provides you the recommended 48+ hours, equivalent to what doctors are required to keep their licenses.

*The biggest single predictor of a company's ability to beat its direct competitors AND the overall stock market was the amount the company spends on training its people. Remarkable ROI's were achieved, ranging from 300 to 600%.*

Dr. Laurie Bassi, author of  
*The Good Company*,

#### On-demand 24/7

All this additional education is on-demand so you and your team can access it from the convenience of computers, laptops or mobile devices.

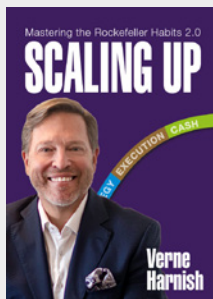
Every quarter these additional short courses will enhance your team's understanding and implementation of each of the Scaling Up 4 Decisions (People, Strategy, Execution, Cash). Plus, there are on-demand courses to support personal development.

Start and build your own internal corporate university through the 20,000 Scaleups initiative.

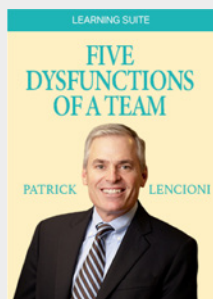


#### // First 90 days

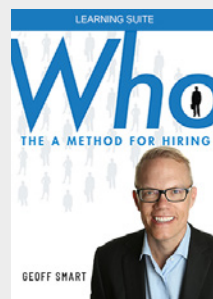
##### PEOPLE



Scaling Up 3.0  
Masterclass: People  
by Verne Harnish



Five Dysfunctions  
of a Team  
by Patrick Lencioni





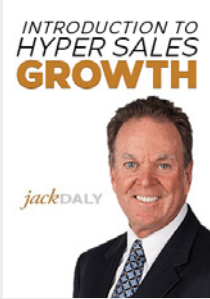

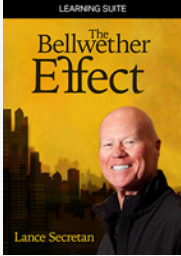
Who – the a Method  
for Hiring  
by Geoff Smart

##### PERSONAL DEVELOPMENT



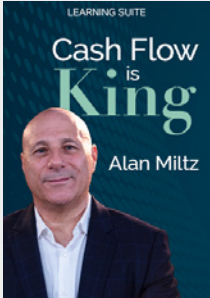
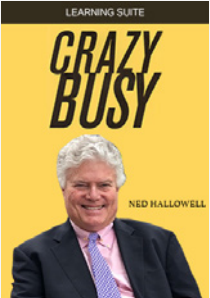


Leaving a Legacy  
by Jeff Hoffman

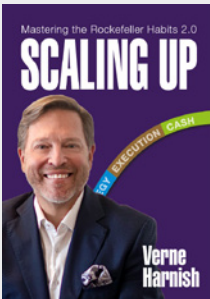
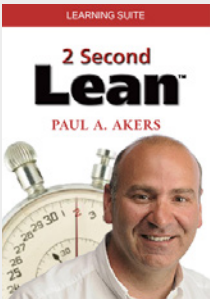

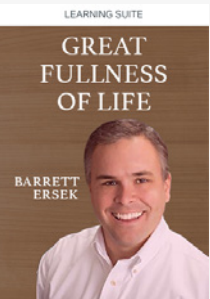
## // Second 90 Days

STRATEGY			PERSONAL DEVELOPMENT
			 
Scaling Up 3.0 Masterclass: Strategy by Verne Harnish	Exponential Organizations by Salim Ismail	Hyper Sales Growth by Jack Daly	The Freak Factor by David J. Rendall  The Bellwether Effect by Lance Secretan

## // Third 90 Days

CASH			PERSONAL DEVELOPMENT
			
Scaling Up 3.0 Masterclass: Cash by Verne Harnish	Scaling Up Cash by Greg Crabtree	Cash Flow is King by Alan Miltz	Crazy Busy by Ned Hallowell

## // Fourth 90 Days

EXECUTION			PERSONAL DEVELOPMENT
			
Scaling Up 3.0 Masterclass: Execution by Verne Harnish	2 Second Lean by Paul A. Akers		Great Fullness of Life by Barrett Ersek