

# THE 36-MONTH **ULTIMATE** SCALING UP PROGRAM

Accelerate your Scaling Journey

**20,000**  
Scaleups 

“Scaling Up is a blueprint for building a growth company. It pulls back the curtain on how the fastest-growing companies in the world fuel their growth.”

John Warrillow, author of Built to Sell

## The Ultimate Scaling Up Program

The 36-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 leadership 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.

### Over the 36 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 efficient 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 scores of business across the world. 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**, you have to put your faith in a **vision, hire the best people**, build a plan, execute with discipline 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 classroom – we are keen to welcome you into the program.

*“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 frequent and accurate.
7. Core **VALUES** and purpose are alive in the organization.
8. Employees can clearly articulate 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 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

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Your growth journey will be guided by top Scaling Up coaches. 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



HARVARD  
UNIVERSITY

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

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

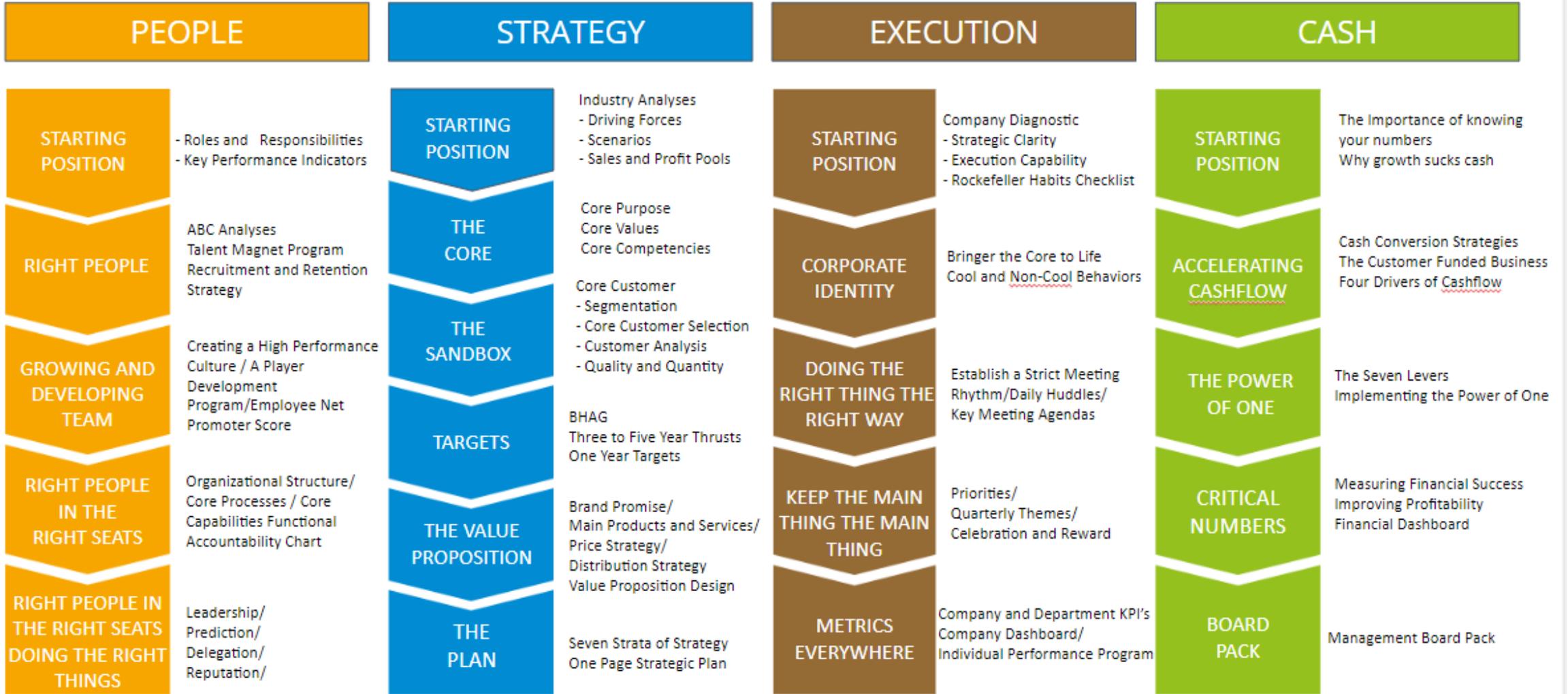
## Invested in your growth

Scaling a business is challenging, but there are ways to avoid the blind spots and barriers to growth and achieve your goals faster. Breaking through these growth barriers means mastering the four key decisions around **People, Strategy, Execution** and **Cash**. It also requires aligning your leadership team around a proven roadmap for growth.

This program is custom-built to help scale companies faster, more profitably and with less drama. Unifying your leadership team around a proven and progressive curriculum creates clarity and alignment around a well-thought-out plan that yields results.

This Scaling Up cohort reinforces the leadership growth by surrounding and immersing the team in the best growth practices and disciplines.

# PROGRAM DELIVERABLES



# FIRST 12 MONTH PROGRAM AT A GLANCE

| CLASSROOM SESSION 1<br>TWO DAYS PLUS CEO SESSION   |   | CLASSROOM SESSION 2   | CLASSROOM SESSION 3   | CLASSROOM SESSION 4  | HARVARD<br>OPTIONAL  |
|--|---|---|---|--|--|
| <b>CEO INTRODUCTION</b>  | <b>SCALING UP<br/>MASTERCLASS</b>   | <b>STRATEGIC<br/>THINKING<br/>MASTERCLASS</b>   | <b>PEOPLE<br/>MASTERCLASS</b>   | <b>EXECUTION<br/>MASTERCLASS</b>   | <b>20,000 SCALEUP<br/>SUMMARY</b>  |
| CEO WORKING DINNER   |   |   | CEO WORKING DINNER  | CEO WORKING DINNER   | 2 DAYS FOR CEOs ONLY   |
| <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>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 <u>Cashflow</u></p> <p>The Power of One</p> <p>Reflections</p> <p>CEOs gather at Harvard University for a 2-day session recap, learning and sharing of best practice.</p> |



## MEET YOUR COACHES



### Mark Miller – Certified Scaling Up Coach

Mark Miller is the founder of Flywheel LLC, a business coaching practice dedicated to accelerating growth in mid-market companies. A certified coach in the Scaling Up methodologies, Mark empowers companies through the implementation of a disciplined growth framework that drives scalability, teamwork and breakthrough transformation.

Mark helps companies identify growth inhibitors and sequence action steps to grow faster, more predictably and with less drama. His expertise includes strategic planning, cultivating healthy company cultures, navigating difficult personnel and organizational structure issues, and incorporating disciplines to drive alignment and operating performance.

Mark brings over 30 years of business and coaching experience spanning multiple industries. Along with spearheading the financial turnaround of his own family's business, Mark gained progressive senior leadership experience in several mid-market companies including 10 years as COO. where he helped scale two different companies to new heights.

Mark coaches CEOs and their leadership teams through the implementation of the strategic-execution growth framework, helping them to avoid blind spots and achieve their business goals faster and with less stress. This scalability enables more freedom and impact for the leaders, which creates even more momentum for growth.



### Donald Haché – Certified Scaling Up Coach

As a serial entrepreneur and award winning coach, Don brings focus to companies in all business development stages – start-up, scale up, fast-growth challenges, steady state business, relocation, downsizing/scaling down and growth to exit strategies. He has extensive experience in needs assessment, organisational design, strategic thinking, and execution planning (there is a difference), leadership development, CEO plus team coaching (this is where exponential growth happens), performance assessments, mergers, and acquisitions (USA/CND) and succession planning.

Having started and exited several small and mid-market companies, he understands the challenges entrepreneurs are faced with and has a record of building these companies and turning them into successful operations by aligning execution to strategy. Business professionals frequently comment that Mr. Haché's initials "DH" stand for "Designated Hitter" in aligning strategic growth to successful exits.

## WHAT ARE THE BENEFITS OF JOINING THE WASHINGTON DC SCALEUPS COHORT?

The Scaling Up program will help you attain:

- An executive team **ALIGNED** around your **STRATEGIC PLAN**
- Core **VALUES** and purpose that are alive in your company
- Communication **RHYTHMS** that are healthy and productive
- Clear **ACCOUNTABILITY** goals that get met.
- An effective dashboard of **PRIORITIES** and **KPIs**
- Financial Modeling to improve your **CASH FLOW** and **PROFITABILITY**

## INVESTMENT

Your journey includes:

- Scaling Up system delivered to your leadership team every Quarter
- Scaling Up Scoreboard Software subscription.
- Online Learning Platform and Curriculum
- Complimentary live streaming of ScaleUp Summits
- Discounted registration prices for ScaleUp Summits
- A two-day Harvard Program for CEOs. (Optional – additional \$2,500 fee)
- Company diagnostics and assessment
- Access to participating partner Better Book Club.

**\$5,000 Per Month**



## Venue

Your 36-month Scaling Up journey will start at a venue in Arlington, VA. Each subsequent quarterly in-person event will be held at a similarly professional meeting space.

## Cohort Dates – Year 1

**Session 1:** Tue Nov 15th evening, Wed & Thu Nov 16th & 17

**Session 2:** Week of February 20th 2023

**Session 3:** Week of May 22nd 2023

**Session 4:** Week of August 28th 2023



## Expressions of interest

We are now inviting applications from CEOs who have strong ambitions to Scale Up over the coming years. The program is selective and limited to 5 companies (CEO plus leadership team).

For more information, please contact Mark Miller or Donald Haché, or complete our expression of interest form: <https://flywheelllc.net/services/scaling-up-workshops/20000-scaleups/>

## Contact

City Leaders – Washington, DC – Mark Miller & Donald Haché  
Email: [mark@flywheelllc.net](mailto:mark@flywheelllc.net) [don.hache@selltrongroup.com](mailto:don.hache@selltrongroup.com)

*“There's no way we can grow like that without using the Scaling Up Methodology as the system to get everyone aligned around how to run the business. The success of Scaling Up not only helped us grow the company, but really helped us drive a very significant valuation on exit.”*

*John Ratliff, CEO and Founder of Appletree Answers*

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