



STRATEGY GROUP INTERNATIONAL LLC

SGI DISCOVERER™



ABOUT STRATEGY GROUP INTERNATIONAL

Strategy Group International is a full service business services firm combining the best in strategic consulting, analysis and planning, with experienced business coaching. SGI's mission is to advance ownership decision making, drive management action, guide marketing direction and stimulate overall company performance for improved bottom line growth.

DISCOVERING SUCCESS

Recurring pressures and the daily demands on an early stage or small business owner often creates a reactive environment not conducive to growth. Rarely is the owner entrepreneur an expert in all areas of business or their enterprise. All too often, the owner is forced to run everything; make every important decision; take all the risks and be the primary growth agent. The owner usually spends every day in the trenches working 24/7 for the business.

Is this what you expected? How long should this phase be expected to last? How often have you wished you could step back and start managing, developing and implementing sound business practices and directing others to leverage time and experience?

When will your business work for you rather than you for the business?

It is time to take a productive pause and get on top of the real issues!

It is time to make the right decisions that will take your business to the next level!

FACILITATED DISCOVERY AND MASTERY SERVICES

Strategy Group International's exclusive "Facilitated Discovery and Mastery" services begins with a thorough, interactive discovery meeting with an SGI Partner or a managing business coach. The purpose of the initial discovery meeting is to first, systematically build a comprehensive profile of your enterprise; second, clarify your goals, and third establish your stewardship style. During this 4 to 6 hour intensive meeting, SGIs skilled facilitators will guide you through all of the discovery phases and draw from your knowledge and facts often hidden or even repressed by the daily pressures of your business but necessary to create your businesses systematic "Strategic Action Plan".

ACHIEVE MASTERY

What is preventing your business from running smoothly or meeting its targets? Is there chaos or uncertainty in processes that will fail as growth occurs?

These foundational processes, which differ slightly for each business, must be corrected and reset firmly in place. Together, we will identify areas within the business historically in "chaos" or not fully under control. Some examples of foundational processes that our facilitator will explore are accounting; reporting and analysis systems; database management and CRM systems, customer service and delivery systems; basic hiring, training, assessment and evaluation methods for employee development; time management, etc. The growth of your business is dependent on the strength of its foundation. That is what we call mastery.

Together we will explore what is preventing your business and you from achieving mastery and report to you changes, in a "Strategic Action Plan", that will take you from chaos to mastery.

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Facilitated Discovery and Mastery - FDAM™

ENTERPRISE DISCOVERY

What is holding you back from selling more and achieving your full profit potential? Do you have a clear and Unique Selling Proposition (USP), a definable target market (a niche), expressed competitive advantages, appropriate strategies and tactics, and an implementable successful sales process? Is your sales team talented and trained? Are your margins where they should be? Are you testing and measuring against a standard (average \$ and frequency of sale)? Is your business leveraging technology, people and systems fully?

Together, we will explore up to 70 areas of your business, in the discovery session, to insure we determine areas that can be improved. We then report to you the changes that will bring you the necessary level of "Enterprise Efficiency" that will lead to growth.

OWNERSHIP ACUMEN

Are you being held back by personal knowledge, experience, communication or leadership style? Are you unsure of yourself and questioning your own decision making?

Too often, business owners believe they must be knowledgeable in all aspects of their business when in reality the best leaders are those that know themselves, their limitations and when necessary get the help needed. Nothing will hold a company back more than a business owner's limited view of their own capability and that of their staff. Through SGI's testing and discovery services, you will benefit significantly by accurately recognizing your strengths, weaknesses, motivations and fears and properly assess your key staff. We will help you develop a strategic plan to work through or around and if required, obtain more training to eliminate the gaps. We typically add your personal goals, interests and exit strategy goals to this area of the discovery session and of course the "Strategic Action Plan". Business owners are often surprised by the self-understanding that comes out in this part of the discovery and often report having one BFO (Blinding Flash of the Obvious) after another.

MOMENTUM REALIZATION

How do we get results that carry us up the ladder of success or what we call the 6 Steps to massive results?



Our **6 Steps To Massive Results** program begins with Mastery as the foundation step, then continues through defining your Niche, marketing and cash flow generation as the very important second step. Third, we discover how to leverage cash flow to generate more business, increase efficiencies and improve margins as we implement enhanced or new technology, systems and strategies specifically designed to work for your business. New successes develop over three more steps with a need for more people, team building, staff synergy and a new energy from results that frees the business owner to focus on new business, more entrepreneurial opportunities and other creative endeavors. This process of awakening through the FDAM Session reveals the path that will lead you to massive results.

You will get a full report on all we have learned in the FDAM "Discovery Session" and will understand the plan that lies ahead - Hang on and enjoy the trip!

What are you waiting for? Start gaining control today!