

FOCUSED GROWTH

7-Step program so that you grow your business sustainably in the next 100 days

FOR founders and leaders of small, closely-held businesses

100-days is the perfect timeframe to get the **focus** you need to build irreversible momentum to grow sustainably.

A business boom is underway. 2021 and 2022 will belong to the bold and innovative as the risk-averse stay on the sidelines.

FOCUSED helps you adapt quickly, **innovate**, and **gain market share** while **others are swinging behind the pitch**.

FOCUSED accelerates your growth because it's a **Results Program** that uses a proven, repeatable **7-step process** so that you do the **right things in the right way** to succeed.

You get **transformation**, not in-consumable *information*.

You get the **right amount of guidance and support** so that you gain a clear way forward, set action steps to reach your goals, make smart decisions, and implement your game plan.



Christopher D. Kolenda, Ph.D., founder of the Strategic Leaders Academy, works with leaders of closely-held businesses who want to build great teams that take their businesses to new heights.

Chris is a West Point graduate, internationally renowned combat leader, retired Army Colonel, business leader, and author *Leadership: The Warrior's Art* -- which has sold over 50,000 copies. He has appeared on CNN, MSNBC, BBC, NPR, The Wall Street Journal, The Economist, The New York Times, and The Washington Post. His battlefield leadership has been featured in several books, including Jake Tapper's bestseller *The Outpost*.

FOCUSED OUTCOMES:

- **First things first** - clarify your vision, mission, and value proposition so that you can attract the right customers for the right reasons.
- **Overcome obstacles** and roadblocks so that you get moving and avoid second-guessing. Build Resilience so that you and your team handle success and setbacks and avoid burnout.
- **Commitment and Culture:** Boost commitment so that people do what's right, the right way, without micromanagement.
- **U - You!** Lead with authenticity so that you are the best version of yourself and build a team that takes your business to new heights.
- **Simplify.** Develop a simple, agile, executable business model for a post-COVID world so that you can adapt and innovate quickly to meet your customers' needs.
- **Execute** a 90-day action plan that gets you moving and winning and prevents you from going 100-miles-per hour in the wrong direction.
- **Decision-making.** Make better decisions through turbulence and uncertainty so that you eliminate expensive mistakes and unforced errors.



Week 1: First things First: your vision, mission, and goals; authentic value proposition

Week 2: Overcome obstacles: Set your priorities, bust self-limiting beliefs, focus

Week 3: Commitment and Culture: Boost commitment so that people contribute their best to your team's success

Week 4: U - You! Lead with Authenticity and custom-fit roles to people to boost productivity 2X - 3X

Week 5: Simplify: Frame your business model and basic scenarios

Week 6: Execute your 90-day action plan and Build Resilience to deal with success and set-backs;

Week 7: Decision-making: Avoid expensive mistakes and unforced errors while seizing the right opportunities

Week 8: Finish Strong: Finalize and execute your 90-day action plan

DURING THE 8-WEEK PROGRAM, YOU WILL:

- Participate in weekly, live zoom work-sessions, where we discuss your assignments, solve problems, remove obstacles, and plan action steps that get you immediate results.
- Unlimited email access to me.
- Weekly open-office hours where you can ask questions, vet ideas, and solve problems.
- 24/7 Lifetime access to the materials.
- Confidential peer group to share ideas, lessons, and best practices.

[Apply Here:](https://callSLA.as.me/FOCUSED)

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This program's clarity and focus resulted in more high-payoff work that we love and less wasted time and energy. We expect 33% growth to reach \$100k in monthly revenues and expand from there.

Matthew Hargrove and Barry Lingelbach, Black-Grey-Gold Consulting



This program has given me the **clarity and focus** to work through the uncertainty and **knock down barriers** that were holding me back. I know exactly how to surround myself with the right people to be successful. **The program has already changed my business and my life.**

Christine Smith, MBA, Founder, Khazana



I've closed the gap between vision and expectation. I have the clarity and game-plan for two businesses, and I expect revenues to grow at least 5X in the next six months.

Kris Yagel, Founder, Diligent Plans



I know exactly how to achieve my goals and deliver life-changing outcomes for my clients ... and charge much more for the value I provide. See [Video](#)

Laura McKenna, Strength and Shield



This program has already paid for itself within the first few weeks because the **clarity and focus** I've gained has saved me tons of time which I've already used to create over **\$60000 in new opportunities.**

Vikram Singh, Founder, Red Cedar Strategies