

**20,000
Scaleups**



**CULTURES
THAT WORK**

ACCELERATE BUSINESS GROWTH

**Your company's future
depends on getting this right**

20,000 Scaleups Comes to Metro Indy
and Metro Detroit/Southeast Michigan

Our Global Vision

Our Mission: Supporting 20,000 Scaleups Globally

Most cities and regions have robust startup ecosystems, but to drive economic growth and create jobs, they need successful startups that scale up into vibrant companies.

Recognizing this opportunity, the 12-month 20,000 Scaleups Program was piloted and proven successful in 2018 in both London and Sydney. The goal is to provide the very best business education and coaching support. This program puts together decades of lessons learned, cutting-edge management tools, and a peer community to enable select companies to apply the proven platform to scale while overcoming complexity as fast as possible.

With trends toward localization and the growth of cities, this initiative is focused on supporting 150 cities around the globe in building vibrant economies in dynamic communities.

“Competitive advantage doesn’t go to the nations that focus on starting companies; it goes to nations that focus on scaling companies.”

— **Sherry Coutu**, *entrepreneur and investor,*
author of the influential UK Scaleup Report



Invest In Accelerating Your Growth

Your growth journey will be led by the best Certified Scaling Up Coaches in the world. After decades of success in working one-on-one with companies, we have created a comprehensive curriculum offered in a peer collaborative learning format to select businesses.

We will coach your leadership team in implementing the Rockefeller Habits and the Scaling Up Performance Platform that are set out in the best-selling book, ***Scaling Up – Why A Few Companies Make it and the Rest Don’t***, by Verne Harnish.

“If you want to teach people a new way of thinking, don’t bother trying to teach them. Instead, give them a tool, the use of which will lead to new ways of thinking.” — **R. Buckminster Fuller**

Does Your Team Qualify?

Congratulations! If you're one of the 4% of businesses that have achieved more than \$1 Million in revenues. And if that wasn't difficult enough, perhaps you're one of the few whose business growth makes it to \$10 Million and beyond to \$100 Million or even \$1 Billion!

It's taken courage to get this far with your business. As the CEO, founder, or executive leader, you know that scaling that business development growth is not for the weak of heart or the ill-prepared. It's likely you've participated in leadership courses, management courses, YPO, EO, round tables and forums led by a business coach to find support as you've faced the multitude of challenges that accompany Scaleups.

That's right. But now, discover a great new accountability platform and system for Scaling Up your business growth to equip your leadership team to overcome 3 critical mistakes when facing the complexity of growth.

YOUR TOP TEAM IS EXPERIENCING ...

1. The inability to staff/grow enough leaders, especially the executive leadership team, who have the capabilities to delegate and predict.
2. The lack of scalable infrastructure to handle the complexity of communication and decision making through productive conflict resolution.
3. Carrying too much of the load of daily operations rather than spending most of the time on market facing activities.

*Schedule to discover if your business and leadership team may qualify.
Imagine the impact of joining a select group of 5 elite leadership teams who will confidently overcome these mistakes and achieve extraordinary results through a business scaling strategy.*

**Send your contact information via email to Dan Hurley at dan@stratecution.us
Dan will arrange a time with one of our Business Coaches.**



We Promise to Help You Scale...

At the end of our 12-month **Accelerate Business Growth** program, your top team will know how to get these 4 Decisions right:
People-Strategy-Execution-Cash!

YOU WILL BE EQUIPPED TO:

- **Reinvent** a leadership team that's prepared to transform your business through high-performance teams, building for the future.
- **Envision** a business aligned around a powerful strategy that clearly differentiates your offering and is viewed as unique in the marketplace.
- **Build** an accountability system that assures that things get done when and how they need to get done.
- **Create** consistent sources of cash, generated internally, 3-10 times more than your competitors, to fuel the growth of your business.
- **Assure** that priorities are accomplished and KPIs are achieved consistently, reliably, and predictably.

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Deliverables

Quarterly Meeting Rhythm

- Your Team attends quarterly Scaling Up Performance Platform experiential learning sessions
- CEO Round Tables are conducted to reinforce learned concepts and share lessons learned

Software Subscription

- [Scaling Up Scoreboard Software](#) subscription for up to 10 employees for 1 full year

Maximize your business' capabilities with on-demand courses from global thought leaders

- [Continuous Learning Through the Scaling Up Growth Institute](#)

ScaleUp Summits

- Discounted registration prices for Spring and Fall ScaleUp Summits
- Complimentary live streaming of both Spring and Fall ScaleUp Summits

Company diagnostics and assessment

- Scaling Up Readiness Assessment of current and future priorities and goal
- Comprehensive review of your cash flow strategies using [Cash Flow Story](#)

Better Book Club

- A web-based [book club](#) that encourages professional growth and accountability within your business

Additional Program



An optional two-day Harvard Program for CEOs*

- Recap lessons learned, reflect on the program, and share Scaling Up implementation strategies
- Earn a Harvard Master's Certificate from the **Technology and Entrepreneurship Centre**
- Our Harvard Certified Scaling Up program helps you avoid stagnant growth by giving you and your team the tools and resources needed to confidently scale. Learn more about 20,000 Scaleups and if joining a local community of like-minded entrepreneurs is right for your leadership team

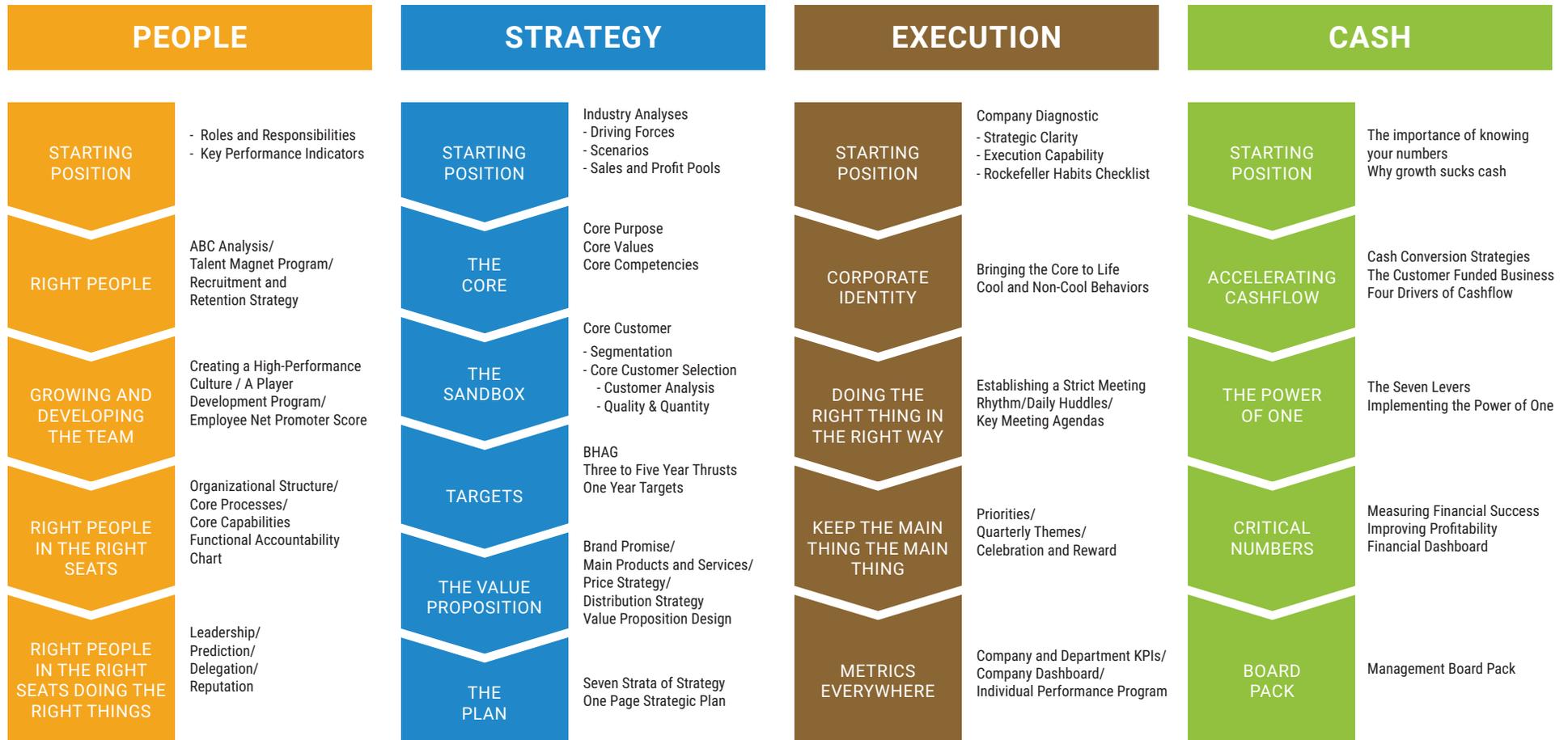
*Optional session (additional \$2,500 fee)



12-Month Program

CLASSROOM SESSION 1 TWO AND A HALF DAYS			CLASSROOM SESSION 2	CLASSROOM SESSION 3	CLASSROOM SESSION 4	HARVARD
CEO INTRODUCTION	SCALING UP MASTERCLASS	STRATEGIC THINKING MASTERCLASS	PEOPLE MASTERCLASS	EXECUTION MASTERCLASS	CASH MASTERCLASS	20,000 SCALEUPS SUMMARY
1/2 day for CEOs only						2 day 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>The Core introduction</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 Habits</p> <p>The fundamentals of Cash</p> <p>Accelerating Cashflow</p> <p>The Power of One</p>	<p>Reflections</p> <p>CEOs gather at Harvard University for a 2-day session recap and discussion about the program</p>

4 Decisions Content Delivery



Meet Your Coaches



Dr. Craig Overmyer

For 20 years, I have worked with business owners and executive leadership teams of privately held and family-owned businesses who are preparing the next generation of leaders. Since 1999, I have worked with hundreds of business owners of growth firms that double in size every 3 to 5 years who often yearn to be set free from three snares: (1) sucked into daily operations, (2) tolerating underperforming teams, and (3) failing to get everyone on the same page. This takes a toll and drains precious time, energy, and cash flow.

As a business owner, how much time would you save if you were free from worrisome checking in on the success or failure of your business or organization? Our purpose at Cultures That Work is to create a partnering climate of value-creating service that results in freeing up more time, energy, and resources for C-level executives and business owners as well as their leaders and teams.

Our tools include cultural transformation tools such as the Cultural Values Assessment and the Emplify Quarterly Survey as well as coaching. My specialty is Mindful Leadership at Every Level, a leadership approach that will show you how to create an engaged, coachable, accountable, and productive culture that works through In-The-Moment Conversations for productive conflict.

Cultures That Work clients include Crew Carwash, Birge & Held, Barrett & Stokely, California Closets, Renovia, CertaPro Painters® of Indianapolis, Kittle Property Group, Witham Hospital, BerryIT, The Atkins Group, and Indy Implants.

Have questions about this program?

Contact me at craigo@culturesthatwork.com



Dan Hurley

With a career spanning over 35 years, Dan has experience that is broad and deep. He has led three startups, four turnarounds, and several growth-oriented businesses. He has seen them through from cradle to grave each time, providing the inspiration, strategy, leadership, and oversight to achieve extraordinary results. Dan has spent half his career providing expertise and insight as a coach, consultant, and mentor to some of the most well-known businesses such as General Motors, Honda, Bank of America, Sysco Foods, GMAC, and Arcelor Mittal.

In addition to these behemoths, he has helped scale smaller businesses like Faurecia Automotive, Demattia Group, Jabil Circuits, Printco, Schena Roofing, and Markoff & Mittman. His client list includes engagements with over 32 commercial and industrial segments.

If it has occurred in business, Dan has seen it. He has led teams who have clarified the complex issues, solved the unsolvable problems, made the difficult decisions, and executed the most challenging plans. Dan has been in the strategy business since 1993. As a Scaling Up Business Advisor, he has a performance platform (processes, tools and techniques) that—when implemented with dedication, diligence, and discipline—will achieve extraordinary results.

Have questions about this program?

Contact me at dan@stratecution.us



STRATECUTION
— STRATEGIZE. EXECUTE. WIN. —

Hear From Other Business Owners Who Have Scaled With Us

“Craig’s approach to ‘scaling up’ has been instrumental in Birge & Held’s growth from a small apartment owner with \$100 million in assets to one of the largest multifamily apartment owners in the Midwest with over \$1 billion in AUM.”

J. Target “Tag” Birge
President and CEO, Cornerstone

“The Scaling Up process and our coach, Dan Hurley, has really changed me and my company. I no longer feel like I am doing it by myself. Everyone is clear on who we are, where we are going, and how we are going to get there. We are truly a team now.”

Jeff Floyd
Wm. Floyd Company

“Dr. Overmyer has been a longtime advocate of Renovia and our pursuit of growth. His ability to get at the core of an issue has allowed our Executive Team to go further, faster. Besides his vast experience, he has his heart in seeing others succeed. His ability to stay present and in the moment is unmatched and a must-have for any high level coach.”

Chris Hall
Vice President of Sales, Renovia

“While my team (I have a 4-member senior leadership team) and I thought we understood all the various things we were doing around marketing, sales, delivery, and follow-up, Dan has helped bring us to a new and more insightful level.

A huge piece of why we have been and continue to be successful is that Dan uses the Scaling Up model, as well as other useful tools from his deep and storied history.

He has an amazing way of delivering ideas, good news, bad news and suggestions that don’t come across as the “paid consultant” telling you what to do.”

Brian Mittman
Markoff and Mittman



Meet Our Metro Indy City Champions



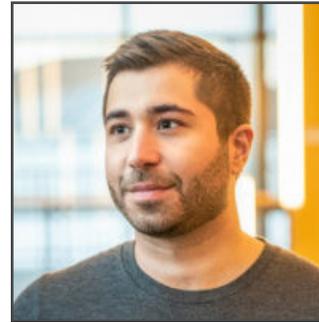
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"To accelerate and sustain growth, leaders must have a clearly articulated strategy and align their people to execute without drama. It is important to invest the time to develop a comprehensive plan that will drive efficiency and effectiveness to build a high-performance business. Through this Scaling Up exclusive group your senior team will have the coaching, methodologies and strategies to build and execute your plan."

Brent Tilson

President of Tilson HR and Best-Selling Author of Grow Slow to Grow Fast

Brent R. Tilson is a nationally recognized entrepreneur, industry leader, and civic advocate. From his start as a CPA, he has been a champion for small businesses and entrepreneurs. He is the founder and CEO of Tilson HR, a national professional employer organization providing a comprehensive suite of business solutions to help businesses grow and thrive.



 **Emplify**
A 15FIVE BRAND

"In the journey of scaling up a fast-growth business, it is critical for healthy and aligned executive leadership teams to focus on creating a market-winning strategy with clear ownership on execution accountabilities. Clarity and accountability are massive multipliers of growth, focus and peace of mind. This exclusive and proven 20K Scale Up program delivers methodologies, best practices, and world-class facilitation. Indy's well-chosen peer group of 5 executive leadership teams will be equipped to turbo-charge their collective growth and do it all with more ease, fun and effectiveness."

Santiago Jaramillo

CEO of Emplify and Best-Selling Co-Author of Agile Engagement

A serial entrepreneur and CEO in the software industry, Santi is the Co-Founder and former CEO of Emplify (acquired by 15Five) where he led a team of technology, psychology and data science experts in supporting leading organizations in their mission to attract, engage and retain the best talent. Emplify's solution - as part of 15Five now - measures employee engagement and organizational health for thousands of leading organizations around the world and has collected tens of millions of data points about the traits of organizational culture, leadership and management that create employee performance and loyalty.

Meet Our Metro Detroit / Southeast Michigan Champions



In 1982, Ari Weinzweig, along with his partner Paul Saginaw, founded Zingerman's Delicatessen with a \$20,000 bank loan, a Russian History degree from the University of Michigan, 4 years of experience washing dishes, cooking and managing in restaurant kitchens and chutzpah from his hometown of Chicago. They opened the doors with 2 employees and a small selection of specialty foods and exceptional sandwiches.

Ari Weinzweig
CEO of Zingerman's

Today, Zingerman's Delicatessen is a nationally renowned food icon and the Zingerman's Community of Businesses has grown to 10 businesses with over 750 employees and over \$55 million in annual revenue. Aside from the Delicatessen, these businesses include Zingerman's Bakehouse, Coffee Company, Creamery, Roadhouse, Mail Order, ZingTrain, Candy Manufactory, Cornman Farms and a Korean restaurant that is scheduled to open in 2016. No two businesses in the Zingerman's Community of Businesses are alike but they all share the same Vision and Guiding Principles and deliver "The Zingerman's Experience" with passion and commitment.

Besides being the Co-Founding Partner and being actively engaged in some aspect of the day-to-day operations and governance of nearly every business in the Zingerman's Community, Ari Weinzweig is also a prolific writer. His most recent publications are the first 4 of his 6 book series Zingerman's Guide to Good Leading Series: A Lapsed Anarchist's Approach to Building a Great Business (Part 1), Being a Better Leader (Part 2), Managing Ourselves (Part 3) and the newly-released Part 4, The Power of Beliefs in Business. Earlier books include the Zingerman's Guides to Giving Great Service, Better Bacon, Good Eating, Good Olive Oil, Good Vinegar and Good Parmigiano-Reggiano.



Mick Goik is a one-of-a-kind business leader. Few have his ability to cut through the complexity of business and clearly identify issues and problems before they have an adverse effect on progress. Mick's compelling vision and ability to get things done through collaboration, partnerships and relationships as an executive in the commercial finance industry is what makes him a successful leader.

Mick Goik
President and COO & Crestmark Bank

Mick earned his B.S. in Accounting and Finance at Ferris State University in 1993, graduating with honors. Moving to Los Angeles, CA upon graduation, Mick started his career in the commercial finance industry with Fremont Financial. Over the next 10 years, he furthered his career moving to New York, NY; Chicago, IL and then finally settling back in Michigan in 2001. During that period, he held various position with Congress Financial, Heller Financial and GE Capital.

Mick has experienced the struggle that accompanies entrepreneurial endeavors. While maintaining his career in the commercial finance industry, Mick started and operated a mobile document destruction company in 2002 which was sold in 2005 and a consulting business in 2001 that was dissolved in 2003.

Mick joined Crestmark in January 2003, and quickly rose through the ranks becoming CFO in 2009 and later President & COO in 2012 and remained in that position until Crestmark sold to Meta Financial Group in 2018.

Mick is currently involved in another start-up while maintaining a small investment portfolio of businesses that he is advising. He also continues to do some pro bono advising of entrepreneurial to mid-market businesses.

Schedules & Locations

Metro Indy Location



This is where we will meet during the program:

January 11th, 12th, and 13th, 2023

Follow-up Quarterly Sessions will be announced.

Silo Auto Club and Conservancy

644 E Washington Street
Indianapolis, IN 46204

Metro Detroit / Southeast Michigan Location



This is where we will meet during the program:

January 18th, 19th, and 20th, 2023

Follow-up Quarterly Sessions will be announced.

ZingTrain

3728 Plaza Dr., Suite 5
Ann Arbor, MI 48108

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Dunbar
Organizational Health

Zingerman's
community of businesses



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**METRO DETROIT / SOUTHEAST
MICHIGAN DETAILS**

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