



## GROWTH FOUNDATIONS

STRATEGY + EXECUTION PLANNING  
TRAINING FOR SMALL BUSINESSES

Your decade of growth is here.  
We're here to help.

It's time to shift gears from survival to growth. Your small business has proven itself and you have big dreams for it. But where do you start? **With the right foundations.**

How do you:

- Get out of firefighting mode?
- Know what to focus on next?
- Build the right team?
- Create a differentiating strategy?
- Scale your operations?
- Have enough cash to fuel your growth?

It's time to put the right foundations in place and develop your plan for growth.

Incrementa's Growth Foundations program teaches a structured methodology, used in thousands of businesses, to develop a clear strategy and execution roadmap for your business.

This program is focused on action and puts your business on the path to growth from day one. At the end, you will have taken many steps forward and will be able to point to clear "wins" along the way.

**Are you ready to make this your decade of growth?**

### PROGRAM SUMMARY

Group training for small businesses on how to:

- ✓ Grow your business, without the pain
- ✓ Create your strategy and execution plan
- ✓ Implement an effective operating system for the business
- ✓ Create a culture of accountability

### FORMAT

- ✓ 10 monthly classroom sessions
- ✓ 10 monthly 1:1 training calls
- ✓ Maximum 10 students from non-competitive companies
- ✓ \$9,995 for the CEO, \$5,995 for additional seats in the same company



## STRATEGY

Develop a clear, differentiated strategy that drives top line revenue

- ✓ Creating your vision – 3 year, BHAG and more
- ✓ Core values and purpose
- ✓ Developing your unique, competitive strategy



## EXECUTION

Without execution, your plan just gathers dust

- ✓ Creating execution plans
- ✓ Accountability
- ✓ Core processes and process improvement basics
- ✓ Meeting rhythms
- ✓ Scorecards and KPIs
- ✓ Project themes and celebration

## TRAINING FORMAT

This program runs in a non-competitive group training format that can accommodate a maximum of 10 participants. This format lets you connect with peers and gather feedback on your strategy and plan throughout the process. It includes monthly 1:1 training and support with your instructor.

This program is ideal for your leadership team to participate in together, allowing you to learn and develop your growth roadmap as a team.

## ABOUT YOUR INSTRUCTOR

Mike Knapp is a certified Gravitas Impact Premium coach who has been helping companies achieve their goals for 20 years. His projects have covered all stages of business growth, including strategic planning, business transformations, change management and major systems implementation.

Linked [in](https://www.linkedin.com/in/mikevknapp/) /in/mikevknapp/



## PEOPLE

Create your high-performance team with a culture of accountability

- ✓ Building your ideal culture
- ✓ Talent assessment process
- ✓ How to run 1:1s and coaching basics for managers



## CASH

Cash is fuel for your growth engine

- ✓ Cash conversion cycle
- ✓ Financial basics
- ✓ Financial process improvement

Additionally, expert speakers will join throughout the program to teach on topics selected by the group.

## PROGRAM BREAKDOWN

Group-based Strategic Thinking & Execution Planning Training	10 days (70 hrs)
1:1 Training, Review and Support	5 hours
Program Duration	10 months
Program Costs*	
CEO:	\$9,995
Additional seats:	\$5,995

\*Funding opportunities may be available.

## NEXT STEPS

Contact your instructor to discuss your company's fit into our next group!

**Mike Knapp**  
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