



# 7 ATTRIBUTES of AGILE GROWTH™

Online Family Business Workshop Series for Building Value

ALSO INCLUDES  
**BEGINS 05.06.21**  
POST-WORKSHOP COACHING

Building Value: One of the Success Pillars within



CLICK HERE TO REGISTER  
**RSVP TODAY!**

## FAMILY BUSINESS ONLINE WORKSHOP

Facilitated by  
**CHERYL DOLL & MATTHEW BARAN**



**OWNERS...BRING YOUR LEADERSHIP TEAMS!**

**INVESTMENT: \$595**

Flat fee per company, regardless the number of attendees

### TIME INVESTMENT:

9:00AM to 11:30AM  
every Thursday for 4 weeks

Pre-workshop homework sent in advance to make the LIVE workshops more interactive & allow ample time for questions.

### HAVE QUESTIONS?

Contact the Compass Point Team

**570.789.9120**

mbaran@compasspt.com



FAMILY BUSINESS STRATEGIES

## Take your team & the business to the next level.

### WHO SHOULD ATTEND

This LIVE online workshop series is designed for family business owners and key leadership team members who are responsible for keeping the business agile and profitable. We will share the 7 Attributes for Agile Growth – a foundational piece of our proven family business operating system, ValuePoints™ – to help companies navigate the ever changing landscape of business today.

### WHAT YOU WILL LEARN

Across four weekly 2-1/2 hours virtual sessions, attendees will receive insightful and interactive coaching, practical hands-on exercises and engaging discussion. With the tools we share, you will learn how to adjust your strategy and your team by leveraging the key principles within the 7 Attributes. We will focus on:

#### May 6: 7 Attributes Intro & Foundations

- Introduction
- Core Values
- Core Purpose
- SWOT

#### May 13: Finalizing Your Cores

- Core Customer
- Talent & Leadership Assessment
- Brand Promise

#### May 20: Long-Term Strategy

- BHAG
- 3 Year Key Thrusts
- Financial Targets

#### May 27: Creating Execution Rhythm

- Quarterly Rocks
- Metrics
- Meeting Rhythms

### WORKSHOP FEEDBACK

*We were able to work through our challenges around the leadership team, and now we are on track.*

*Compass Point really helped us have the crucial conversations needed to ensure our company's growth.*

*This work forces you out of the day-to-day mindset. Great experience for the team!*

### COURSE MATERIALS

- 7 Attributes™ Assessment (done online prior to class)
- Workbook PDF with detailed examples of the concepts presented
- Pre-workshop Homework to be ready for the session topics
- *Rock and Sand* by Michael Synk
- One Page Strategic Plan worksheet plus other actionable tools and resources sent post-workshop

• **BONUS #1** 1-HOUR of post-workshop coaching with Matthew Baran to refine plan

• **BONUS #2:** 1-HOUR of Executive Coaching with High Performance Coach Cheyenne Bennett for yourself or one of your key executives

