

Verne Harnish's Online Class

SCALING UP

Master Business Course 2.0

COURSE OUTLINE

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A GAZELLES COMPANY

Introduction

Growth Institute's Scaling Up Master Practitioner Certification Class is a three-month intensive online training program. Available for review in real-time and through 8 live sessions –moderated by a professional and certified Gazelles Coach– where discussions around implementation challenges are shared to enhance the learning experience among those enrolled in the class.

The class' structure allows you, the student, to learn step-by-step how to align your company for scalable hyper growth, at your own speed and focus on what's important.

Key Deliverables:

- Clarify your brand promise
- Identify your company's core values and core purpose
- Write your BHAG (Big Hairy Audacious Goal)
- Create short-term (13 week), annual and three-year company strategies
- Create communications systems based on rhythms, and create a cash optimization strategy.

Class Materials:

- 9+ Hours of Online Training presented by Verne Harnish
- 8-Live Interactive 60 minute Webinars (recorded)
- One-on-One 90-minute call with a Certified Gazelles Coach to review your implementation plan.
- Gazelles Growth Tools (downloadable PDF)
- Master Practitioner Certificate



Scaling Up is a blueprint for building a growth company. Verne has pulled back the curtain on how the fastest-growing companies in the world fuel their growth. Scaling Up gives you an insider's view into the most successful companies on earth.

– John Warrillow
Founder of The Sellability Score

About the Class

The fundamental ideas that produce real market value and owner wealth are based on the same “habits” John D. Rockefeller employed to master the oil industry. During that era, Rockefeller’s disciplined approach to business replaced the helter-skelter methods of the original pioneering speculators.

These important disciplines –explained in Scaling-Up (Mastering Rockefeller Habits 2.0) need to be embraced by all companies that want to prosper in today’s economy.

The structure of the Master Practitioner Certification Class revolves around on the four decisions that every company must get right. With the support of a Master Coach, you’ll learn how to implement the methodology –all from the comfort of you office or home, at your own pace.

The class is delivered through the latest learning technique called Hybrid Education, combining learning and coaching within a secure online environment.

The 4 Decisions

Decisions equal success – and there are four decisions, in growing your business, that you must get right or risk leaving significant revenues, profits and time on the table. The four decisions are: People, Strategy, Execution and Cash.

Even though most growth firms face continual challenges in all four areas, at any one time, the challenges in one of these areas overshadows the rest. Therefore, your first step is to choose which one of the four to focus on next.



Verne's tools and techniques have been key to scaling up Benetton to become the #1 international fashion brand in India. They work!

–Sanjeev Mohanty
CEO, Benetton India

Video Segments



Introduction

Please watch this section first, it will give you an overview of the 4 Decisions model and many more insights on how to get your team on the same page and aligned your team to execute your plan.



Strategy

Do you have a solid top-line revenue growth strategy in place? The key to sustainable top line growth is three-fold: knowing your core customer, developing a clear brand promise, and developing your BHAG™ for sustainable revenue growth.

🔧 Tools: Gazelles' unique One Page Strategic Plan will help you get key decisions made and everyone on the same page.



People

Is everyone in your company happy, engaged and contributing as they should? If you had to start the company all over tomorrow, would you enthusiastically rehire everyone on your team?

🔧 Tools: Gazelles "People" tools will help you and your team to get the right people doing the right things with clear accountabilities and metrics.



Scaling Up is packed with the tools to help you bust through the barriers to growth and climb learning curves faster.

-Liz Wiseman
Bestselling author of Multipliers and Rookie Smarts



Cash

The first law of entrepreneurial gravity is “Growth Sucks Cash.” We encourage companies to calculate their Cash Conversion Cycle (CCC), which measures companywide how long it takes between the time you spend a dollar (marketing, design, rent, wages, etc.) to when you get that dollar back.

🔧 Tools: Gazelles’ Cash Conversion tool outlines the cash cycle and helps you work through concrete ways to double operating cash flow in the next 12 months.



Execution

One common challenge that quietly sneaks up on successful growth companies is the subtle transition from excellent, precise execution to passivity, complacency and eventually poor execution. By tightening your execution habits, you can dramatically improve gross margins and profitability while saving time.









Part of the end products in the class is for you to build an Execution Checklist of ten habits that will reduce by up to 80% the time it takes you to manage the business, freeing up leadership to spend more time on market-facing activities.



"Scaling up a significant business requires precisely the kind of discipline and focus detailed in Verne's practical and 'how-to' driven book."

– Scott Farquhar
Co-Founder & CEO, Atlassian

Class Outline

-  Session 1:
Introduction
Overview of program, theory behind methodology and dynamics of Class
-  Session 2:
Strategy - section 1
Strategy overview best
-  Session 3:
Strategy - section 2
One Page Strategic Plan
Big picture & 3-5
-  Session 4:
People
People
-  Session 5:
Cash
Identify your Cash Conversion Cycles and review ways to improve these.
-  Session 6:
Execution - section 1
Rockefeller Habits Checklist/Meeting
-  Session 7:
Execution - section 2
One Page Strategic Plan - 1
Metrics, People/Process & Critical #s
-  Session 8: CLOSING CLASS
Final Review of Course Material
Questions & answers and next steps on implementation



ONE-ON-ONE
Coaching Call



**Interactive
Roundtable**



It delivers the practical lessons that most B-schools don't. If you want to grow your business faster, buy *Scaling Up*, turn to Chapter 14, and read 'The Power of One.' Not next week. Not tomorrow. Now.

– John Mullins
Professor of Entrepreneurship at London Business School



About the Coach
CHUCK KOCHER

Here is your chance to work with one of the top Business Coaches in the WORLD who is an award winning and “Hall of Fame” coach and whose clients have consistently achieved Massive Successes over the past 10 years!

Chuck Kocher, a Certified Master Coach, Certified Executive Leadership Coach and Global Trainer, Speaker and Teacher, works with business owners all over the world who are serious about taking their businesses and lives to exceptional levels. He is a trusted advisor who will coach you, guide you and keep you on the path that will enable you to achieve sustainable success.

He brings 32 years of sales, marketing, leadership, teambuilding and product and business development experience. Chuck is a high-performer in ActionCOACH, Gazelles International and is a Founding Partner Coach with John Maxwell.

Chuck’s Brand Promise

- Great Results: Top/Bottom-Line/Cash/Performance
- Best Practices: Gazelles International, Flippen 360 & John Maxwell Founding Partner Coach
- Great Connections: Great Alliances & Partners



In today's high-change world, to have a great business and a great life, it is imperative that you out-read, out-learn, out-think, out plan and then out-perform your competition.

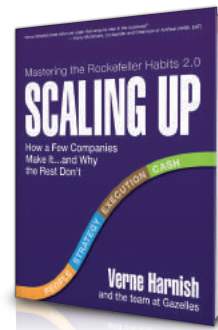
–Chuck Kocher
ActionCOACH



About the Author
VERNE HARNISH

Named by FORTUNE Small Business magazine as one of the “Top 10 Minds in Small Business,” entrepreneur, author and FORTUNE magazine columnist, Verne Harnish, is a highly sought management consultant, specializing in leadership, strategic planning and business growth.

His book, “Mastering the Rockefeller Habits: What You Must Do to Increase the Value of Your Fast-Growth Firm” has been translated into Spanish, Chinese, Japanese and Korean. Verne is also the founder of EO, the Entrepreneurs Organization (<http://www.eonetwork.org>), and the CEO of Gazelles Inc.



Verne Harnish is more committed to helping companies grow than any other person on the planet. Really. He's also radically practical in his approach and that is reflected throughout this terrific book.

–Patrick Lencioni
President of The Table Group

About Growth Institute

Present in over 40 countries around the world, Gazelles Growth Institute is leading current movements in hybrid education to provide you access to the best content for professional education.

The Internet is flooded with information and learning opportunities...but the wrong content can often lead to poor results. At the Growth Institute, we curate the world's best content to ensure you have a program specific to your biggest challenges.

The Growth Institute handpicks the brightest thought leaders from around the world to bring together the most proven business methods for you to improve in growth, leadership, marketing, sales, productivity, and many others.



Watch

9+ hours of video explaining methodologies



Discuss

Live weekly sessions with coach and peers



Implement

1-on-1 calls with a certified coach



Certification

Receive your Master Practitioner Certificate

Combining online video lessons, live discussions, and implementation plans, you will maximize results in the least amount of time possible.

Accredited by AdvancED in 2014, we follow strict quality standards around content and student engagement.



AdvancED is the largest community of education professionals in the world. A non-profit, non-partisan organization that conducts rigorous, on-site external reviews of PreK-12 schools and school systems to ensure that all learners realize their full potential. While their expertise is grounded in more than a hundred years of work in school accreditation, AdvancED is far from a typical accrediting agency. The goal isn't to certify that schools are good enough. Rather, their commitment is to help schools improve.