THE PROCESS



										COACHING SYSTEMS
1	Due Diligence	Interview CEO & Leadership Team	DISC Leadership Assessments	Survey Employeed, Customers	Determine FreeScale Score™	Evaluate Orgaizational Health	Present FreeScale Plan			
2	Get Clarity	Clarity on Personal/ Professional Why	Vivid Vision	Clarity on Coaching Goals/ Outcomes	Financial Security	Approve FreeScale Plan	Begin CEO Coaching	Prepare for Team Coaching		
3	Team Kickoff	Interview CEO & Leadership Team	5 Dysfuntions	Build 4D Strategic Plan	Core Ideologies	Strategic Initiatives	Team Buy-In	Set KPIs	Self Execution Rhythm	
4	Business Structure	Business Model Canvas	The MAP	PACe	FACe					
5	Customer Focus	Core Customer/ Brand Promise	Customer Feedback, NPS	Customer Attribute Map	Competitive Differentiation					
6	Cash	Cash Flow Story	Profitable Customer Analysis	Build One-page Strategic Plan (OPSP)	FreeScale Team Evaluation					
7	People & Accountability	Manpower Assessments	Succession Planning	Topgrading	Profit/X X-Factor and BHAG	Accountability	Naps and eNPS	Quarterly Theme	Refine OPSP	FreeScale Team Evaluation
8	Performance Culture	Middle Management	Balanced Scorecards	Incentives	Power of One	Recruit Advisory Board	Failure & Experimentation	Refine OPSP	FreeScale Team Evalution	
9	Sales & Marketing	Sales Pipeline	Sales Channels	Digital Marketing	Refine OPSP	FreeScale Team Evaluation				
10	Learn	LEAN Thinking	Process Mapping	Refine OPSP	FreeScale Team Evaluation					
11	Strategic Pricing	Outside-In Pricing	SPA							
12	Enterprise Value	Sellability Analysis	SPARKLE	Hiring Next Coach						