



# Empower your leadership team to **ACCELERATE BUSINESS GROWTH**

SMART TOOLS & STRATEGIES FOR SCALING UP

## Scaling Up Business Growth Workshop

Take your leadership team and your business higher

**Wednesday, Nov. 1, 2017**

**The Hotel at  
Kirkwood Center**  
725 Kirkwood Boulevard SW  
Cedar Rapids, Iowa 52404

*"Our organization is thriving with daily huddles, meeting rhythms, war rooms, and strategic planning processes, fully integrated into the DNA of the company. The result — we are executing on our strategy, and with a recently completed \$40 million financing, we are accelerating our growth through strategic acquisitions."*

**JASON SMITH**  
President & CEO, Real Matters

## Scaling Up Business Growth Workshop

Discover how to Scale Up your business with the Rockefeller Habits™ 2.0.

The world-renowned **Scaling Up Business Growth Workshop** has empowered more than 20,000 executives and their leadership teams with proven tools and strategies to scale up smarter:

### ALIGN

Get faster results with less effort by developing organizational clarity and accountability.

### ACCELERATE

Develop a strategic advantage over your competitors and position your brand as a market leader.

### ADVANCE

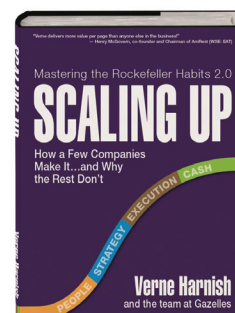
See your company's reputation and revenues soar as employees fulfill 100% of all promises.

**All workshop participants will receive a FREE copy of *Scaling Up***

## Who Should Attend?

This workshop is open to all those interested in amplifying their success and scaling up their businesses via a proven course trajectory. We welcome lifelong learners and those hungry for best practices and cutting-edge thought leadership. We welcome leaders who want to develop their team—and know they can't do it alone – and are willing to invest in an outside resource for help. To maximize results and return on investment, we encourage leaders and senior teams to attend together.

Led by Gazelles International Certified Coaches™, this workshop introduces attendees to the power of the Four Decision framework. Please reach out to us if you have any questions regarding our process or are interested in exploring a coaching relationship.



Register now to design your roadmap for business growth  
<http://ScalingUp.cvent.com/CedarRapids>

## What you'll learn in the workshop:

In just one day, you will learn how to accelerate profitable growth leveraging the Rockefeller Habits 2.0 best practices through engaging lectures, videos, hands-on exercises, group discussions, and coach demonstrations. We will focus on the four critical decisions that all businesses face:

### Attract and keep the right PEOPLE

- Become a magnet for A Players
- Align your team around core values
- Increase accountability and results

### Create a truly differentiated STRATEGY

- Clarify your brand promise
- Discover your SWOTs and trends
- Determine your 3-5 year key strategies

### Drive flawless EXECUTION

- Learn and apply the Rockefeller Habits 2.0
- Create a culture of accountability
- Fine-tune processes to run without drama

### Have plenty of CASH

- Accelerate cash flow to fuel your evolution
- Improve your sales cycle
- Ensure you are never short on cash

## Course Materials

- Detailed workbook with information and examples of the concepts presented
- Book: *Scaling Up*, written by Verne Harnish
- Four Decisions™ One Page Strategic Plan™ and other actionable tools to help grow your business

Presented by

### DOUG WICK

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[Positioningsystems.com](http://Positioningsystems.com)



Doug Wick is a certified Gazelles Coach, 16 years of coaching experience, including 9 years as a Senior E-Myth Consultant. Doug coaches his clients on how to develop Strategic Discipline. Strategic Discipline provides a cadence of accountability aligning an organization from top to bottom to consistently achieve its quarterly and annual priorities. Doug works with midsize business owner/CEO with a ravenous appetite to improve their leadership skills and business results. Positioning Systems' unrelenting personal commitment and dynamic best practice tools enhance management proficiency to produce measurable performance.

### BUILD A WINNING HABIT

#### POSITIONING SYSTEMS BRAND PROMISE – Strategic Discipline

**1. Priorities:** Determine your #1 Priority. Achieve measurable progress in 90 days. Repeat every 90 days.

**2. Metrics:** Develop measurable Key Performance Indicators. Develop reporting dashboards. Increase accountability. Follow Pearson's Law to achieve dramatic results.

**3. Meetings:** Establish effective meeting rhythms. Establish a Cadence of Accountability. Compound the value of your priorities and metrics.

**(BRAND PROMISE GUARANTEE):** We will refund all compensation if our disciplined coaching and proprietary tools fail to meet your expectation

Doug recently used the Rockefeller Habits and Strategic Discipline principles to beat his terminal diagnosis of Acute Myeloid Leukemia. Positioning Systems assures our customers we believe and are so committed to your success, unless you see results you do not pay for our coaching.

## REGISTER TODAY

<http://ScalingUp.cvent.com/CedarRapids>

### When & Where

Wednesday, November 1, 2017

The Hotel at Kirkwood Center  
725 Kirkwood Boulevard SW  
Cedar Rapids, Iowa 52404

## Bring your LEADERSHIP TEAMS!

### Your Investment

**\$395** > 5+ Attendees/per person

**\$495** > 3-4 Attendees/per person

**\$595** > 1-2 Attendees/per person

### Your Time

Doors open 7:30 a.m. Workshop from 8:00 a.m. to 5:00 p.m. Breakfast and lunch provided.

### Workshop Questions

For details, contact **Doug Wick**  
319-393-2565  
[dwick@positioningsystems.com](mailto:dwick@positioningsystems.com)

For additional Scaling Up Workshop dates, visit:  
[http://gazelles.com/mrh\\_workshops.html](http://gazelles.com/mrh_workshops.html)

May be eligible for Continuing Education credits depending on individual professions.

*"Doug Wick began coaching our team a few years ago and brought an organized and focused approach to growth to our firm. Looking back from the time we started to where we are today, and the success we've enjoyed since having Doug coach us, it's been amazing! Our staff has grown by almost 30% and we've seen more than a commensurate growth in revenue. We are equipped to grow even larger thanks in large part to the tools and guidance Doug has provided. Doug and Positioning Systems' has been a key driver to our success, and I'm sure we wouldn't be where we are without him."*

**JOSEPH FERRELL, P.E.**

**BE-CI Building Engineering-Consultants, Inc.**

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