



THE STRATEGIC COACH®
ROAD MAP FOR ENTREPRENEURS:

YOUR PATH TO EXPANDING FREEDOM, SUCCESS, & HAPPINESS

Entrepreneurial life isn't a straight line.

The late nights. The breakthrough growth. The weekends of work away from your family. The years of skipped vacations. The abundance of opportunity. The burnout. The excitement. The value creation. The feeling of always having to “do it all.” The learning. The courage.

For more than 30 years, Strategic Coach® has been working with ambitious entrepreneurs worldwide, and we've successfully designed a road map to keep pace with your constantly changing and evolving entrepreneurial life, allowing you to focus on eliminating your most crucial dangers, maximizing your greatest strengths, and capturing your best opportunities for expansion and transformation.

Our three-stage road map provides the strategies, entrepreneurial wisdom, and accountability to break through the complexities currently holding you back and position you to take your business to the next level—exponentially.

By following our Program Progression, you can expect to:

- **EXPAND** the freedom that led you to want to become an entrepreneur in the first place.
- **MULTIPLY** your revenue exponentially while only taking part in the business activities that energize you and tap into your talents.
- **ACCELERATE** your personal and professional development to reach heights you never knew were possible.
- **UNLOCK** the “unfair advantages” and Intellectual Shortcuts™ that will allow you to run your business in a way that's faster, easier, cheaper, and better.
- **MASTER** the tools and mindsets that strengthen and transform your business growth and create an amazing 10x future vision.

Here's a look at exactly what stages you need to go through to make these results a reality in your business—without having to sacrifice your personal life, time, or freedom.



“It’s crazy just how simple Strategic Coach makes entrepreneurship.”

Alex Jeffreys
Marketing With You
San Diego, California

“Strategic Coach has the tools and systems to help you get through the issues that we entrepreneurs all struggle with every single day. Whether you’re a \$200,000 company or a \$200 million company.”

Parker Carroll
TREK Investment Group
Austin, Texas

“Strategic Coach tools are the best hacks for problem solving, goal setting, and getting ‘unstuck.’”

Bill Burgess
The Burgess Company
Greenville, South Carolina

“If you’re an entrepreneur and you have a growing company, Strategic Coach is the place to expand your mind, create new ideas, and make new partnerships to grow your business.”

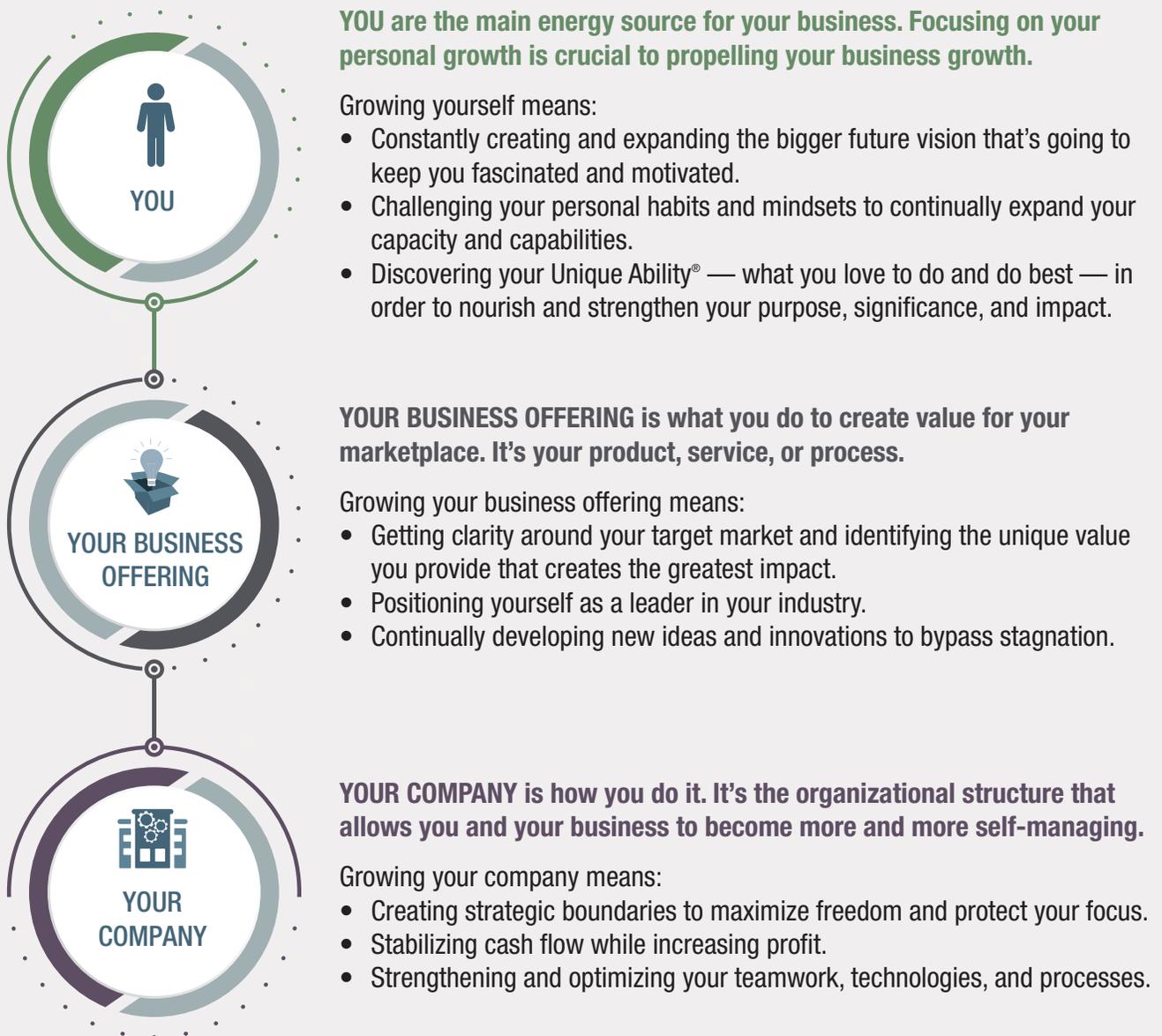
David Reiling
Sunrise Banks
St. Paul, Minnesota

The Anatomy Of A Self-Managing Company®

The Essential Components For Entrepreneurial Growth And Success

The most successful entrepreneurs are always growing. When there's an endless supply of possible directions you could take to grow, how do you truly know the best, most strategic path for building a thriving Self-Managing Company® — a company that frees you up to create a 10x bigger future?

Constant growth and innovation in the following areas is key to building a strong Self-Managing Company and expanding your entrepreneurial freedom, success, and happiness:



Each of these growth components is equally critical, and all three must always be working and growing in unison for true balance and expansion. Our road map provides the framework for lifetime growth in these areas.

Your Strategic Road Map

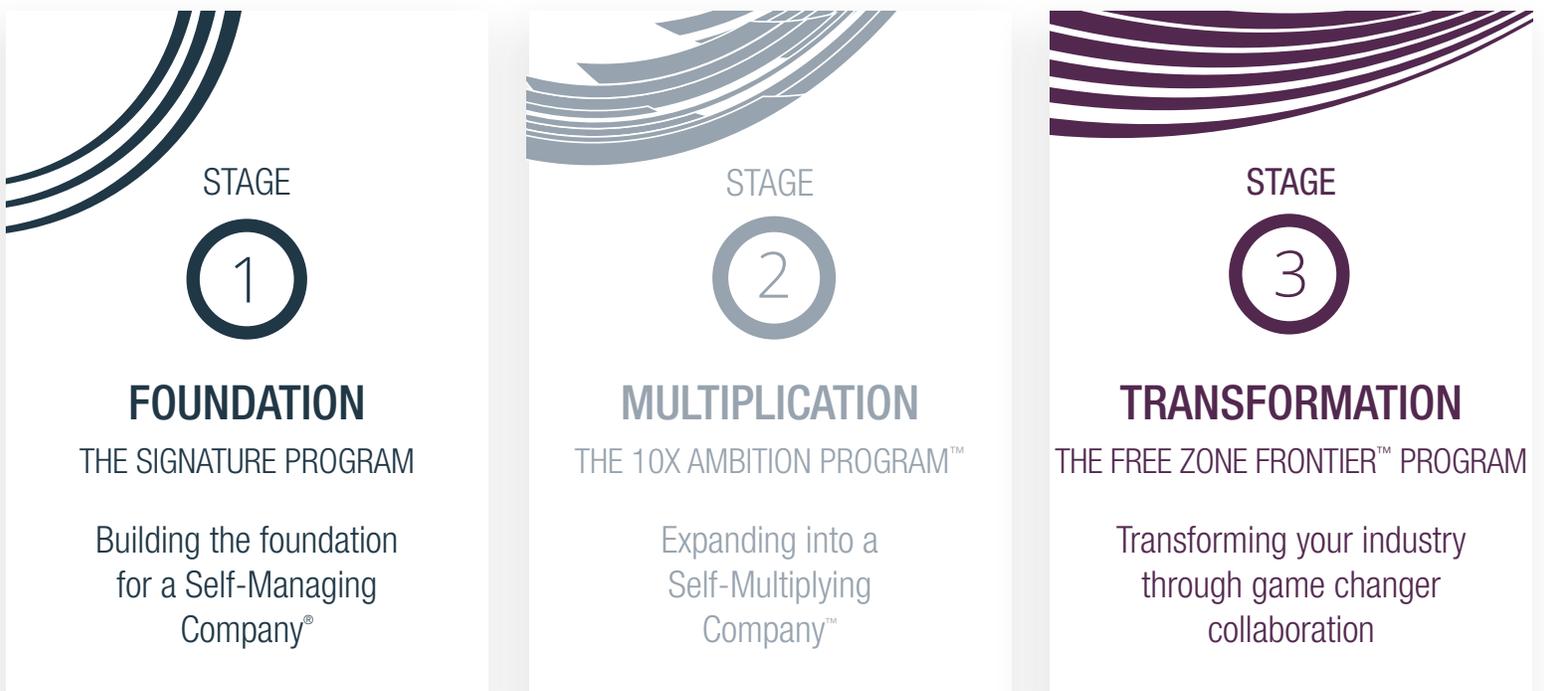
3 Stages For Game Changer Growth

To keep you ahead of the game, we've taken all of our experience in working with successful, motivated, and ambitious entrepreneurs and created a three-stage road map for building a Self-Managing Company that will 10x your business—in many different areas.

Each stage carefully builds on the previous stage by giving you the chance to strengthen your three growth components, “stack” game-changing strategies, and acquire new Intellectual Shortcuts that let you run your business in a way that's faster, easier, cheaper, and better.

First, you'll build a strong **foundation** for growth. Then, you'll innovate and expand to pave the way for the **multiplication** of your business success. Finally, you'll look to creating an industry **transformation** bypass that frees you from the competition and takes you where no one else has gone before!

We understand and appreciate that everyone progresses at different speeds, and we've intentionally designed a structure that best sets you up for success. It all begins with our results-proven, dynamic Signature Program.





STAGE 1: THE SIGNATURE PROGRAM

Building The Foundation For A Self-Managing Company®

The Signature Program is focused on creating a rock-solid foundation for your multiplier growth. More specifically, it's about creating a strong and unshakable structure that maximizes your personal vision and productivity, creates extraordinary value in your market, and develops the teamwork required to accelerate your results and bypass competition.

With your Self-Managing Company in place, you'll be able to:

- Give yourself the space to become a stronger visionary and innovator (rather than the one doing it all and managing daily business operations).
- Have the freedom and time to pursue energizing interests inside and outside of work.
- Break free from the old habits, ideas, and relationships that may have once held you back.
- Tap into your natural talents and passions, and demonstrate extraordinary leadership company-wide.

The first three years of the Signature Program are designed to have a compounding effect on your results and mindsets. Each year has a specific focus and will provide tools and concepts that support your Self-Managing Company. Here's a look at some of the ideas covered:

WHAT TO EXPECT FROM THE SIGNATURE PROGRAM



THE ENTREPRENEURIAL TIME SYSTEM®

- Implement the most productive tool of your entrepreneurial career.
- Use Free Days™, Focus Days™, and Buffer Days™ for a leap in results and free time.

UNIQUE ABILITY®

- Gain clarity about activities that use your natural talents and passion.
- Take steps to do more of what you love and free yourself from everything else.

THE 10X MIND EXPANDER®

- Evolve a fresh perspective on how to grow your company.
- Visualize a dramatically larger future based on a goal of 10x last year's income.



THE D.O.S. CONVERSATION®

- Learn how to pinpoint your clients' biggest dangers, opportunities, and strengths (D.O.S.®).
- Create incredible value for your clients and more productivity, creativity, and income for yourself.

THE UNIQUE PROCESS™ BUILDER

- Define and package your unique value creation process.
- Clearly differentiate yourself from the competition while avoiding commoditization and stereotyping.

THE INNOVATION LIFECYCLE

- Improve, change, and replace less effective products and services with innovations that lead to greater productivity and growth.



THE LARGEST CHEQUE®

- Reach higher-level clients and opportunities.
- Re-evaluate your current capability level in the marketplace.
- Set a breakthrough goal based on your key indicators of success.

THE UNIQUE CULTURE BUILDER

- Create a great entrepreneurial culture and positive work environment.
- Stand out from the competition and appeal to the talented individuals you want to attract.

THE PARTNERSHIP MULTIPLIER

- Expand the traditional mindset of what makes a positive partnership.
- Strategize which networks and communities will best multiply your results.

STAGE 2: THE 10X AMBITION PROGRAM™

Expanding Into A Self-Multiplying Company™

In The 10x Ambition Program, you'll expand your Self-Managing Company into a Self-Multiplying Company—a whole new stage of constant, sustainable growth—by multiplying your reach and innovation into new areas, all while leaving your competition in the dust along the way.

A minimum of one year of our foundational Signature Program is required to qualify for this program. This is essential to protect your ability to best implement the strategies and mind-sets shared in this dynamic, mastery level program where you will:

Become more in control of your business rather than merely in charge.

Innovate to expand your opportunities for 10x growth in terms of your freedoms of time, money, relationship, and purpose.

Prepare your business for sustainable, exponential growth with the right tools and Intellectual Shortcuts. Evolve and adapt your business to meet industry changes and current trends.

Learn how to think BIGGER — 10x bigger — about your growth and the future of your business.

MULTIPLICATION





TRANSFORMATION

STAGE 3: THE FREE ZONE FRONTIER™ PROGRAM

Transforming Your Industry

By reaching The Free Zone Frontier Program, you'll be poised to play a whole new game of entrepreneurship. Here, there will be no looking at what your competitors or other industries are doing. Instead, you'll collaborate with other game changers to create entirely new entrepreneurial possibilities and industry transformations.

You'll do this by venturing into “free zones”—places of unlimited growth where no one else has yet ventured—that offer competition-free expansion and profits with national and international reach. This program, coached by Strategic Coach founder and visionary, Dan Sullivan, requires one year in The 10x Ambition Program to qualify. Our Free Zone participants:

- Transform beyond anything offered in your industry today.
- Collaborate directly with other 10x achievers who are 100% focused on value creation.
- Break free of your competition and create “free zones” of unlimited, competition-free growth.
- Work with top entrepreneurs to innovate and overcome the world's challenges in real time.

GETTING STARTED

Your First Step To Game Changer Growth.

You're only an entrepreneur if you're growing.

Real game changer growth takes courage. It takes a leap of faith. It takes an emotional and intellectual commitment to your future. It takes a community of like-minded, successful, motivated global thinkers. It takes action. It takes Strategic Coach.

If you've made the commitment to get yourself to that next level of capability, success, and confidence, and if you have the courage to admit that doing more of what you're doing now won't be the most strategic and effective way to get you there, take the leap—book a free Discovery Call with one of our Membership Advisors to see if Strategic Coach is the right fit for you.

20,000+ entrepreneurs in more than 60 industries around the world have already made the leap!

Book your Discovery Call now or use the QR code below:



“When I started in Strategic Coach, I was doing the typical entrepreneur thing — working a zillion hours a week, no work-life balance, trying to keep all these balls in the air at once, stress levels through the roof.

Now, I spend a third of the year traveling, and it’s amazing to me how much more I get done, how much more time I spend on the important stuff, and how much my stress level has gone down.

I wouldn’t have any of that without Strategic Coach.”

Sharon Duncan
Selah Financial Services
Friendswood, Texas



For more information about
Strategic Coach®:
1.800.387.3206

Call us toll free from the UK:
0800 051 6413

www.strategiccoach.com

TM & © 2021. The Strategic Coach Inc. All rights reserved. No part of this work may be reproduced in any form, or by any means whatsoever, without written permission from The Strategic Coach Inc. Made in Canada. August 2021. Strategic Coach®, The Strategic Coach™ Program, The Self-Managing Company®, The Self-Multiplying Company™, The 10x Ambition Program™, The Free Zone Frontier™ Program, Intellectual Shortcuts™, Unique Process™ Builder, The Entrepreneurial Time System™, Free Days™, Focus Days™, Buffer Days™, The 10x Mind Expander™, The D.O.S. Conversation™, D.O.S.™, The Largest Cheque™, and Unique Ability™ are trademarks of The Strategic Coach Inc. B.TSCRMFE.100