

Go4Growth Program

Scaling is hard. But it doesn't have to be. Our **Go4Growth Program** was designed to help Business Leaders really Grow & Scale their Business whilst showing them how they can run their business more efficiently & effectively with less time, less stress and with more predictability, productivity & profitability drawing on the Scaling Up Methodology™.

Using the trademarked One Page Strategic Plan™ (OPSP) and Rockefeller Habits Checklist we will assess your goals, identify barriers to growth, and develop a customised plan to help your business scale. We help businesses with \$1m to \$50m revenue build a leadership team, develop their OPSP, and then create a strategy to help them execute it.

The process starts with an emphasis on the Four Decisions® methodology every business must get right - People, Strategy, Execution & Cash - before we tailor all activities within each decision to a client's specific needs. It is a 12-month intensive program that helps to define your Strategy for the next 1-3-5-10 years, helps you to get your Team Aligned behind it to achieve the Financial & Other Targets we set together and that shows you how to Scale Up your business efficiently, effectively & sensibly. We do this by working with you each month and each quarter through fortnightly coaching and quarterly workshops.

The results we've had with this program are fantastic, so if you're interested, we would urge you to do the following:

- watch this [short video](#) that explains the Scaling Up process that forms the basis of our program.
- begin, or finish reading or listening to the audiobook [Scaling Up: How a Few Companies Make It...and Why the Rest Don't](#)
- Complete the Scaling Up 4 Decisions Assessment by [clicking here](#)
- [Get in touch to book a no cost, no obligation Discovery Session with Drue here](#)

If you want to scale without the chaos and drama, and really grow your business and your personal wealth than please get in touch. We're here to help you Plan, Grow and Succeed.



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At 4Front, we understand the challenges of business and life.

We are an integrated Financial Advisory Business with a strong focus on planned growth and success putting our people, our clients and our community at the forefront of everything we do.

You know where you want to go, but how do you get there?

Our job is to be your advisor through all of life's twists and turns. We will partner with you to help you Plan Grow and Succeed.

Click on our QR code to book a no cost, no obligation discovery session



Four Decisions®

People

Is everyone in your business pulling their own weight and contributing as they should? If you had to start all over tomorrow, would you enthusiastically rehire everyone on your team? One of the most difficult decisions business' make revolves around getting the right people in the right seats. We can help you get the right people doing the right things with clear accountabilities and metrics.



Execution

One common challenge that quietly sneaks up on successful growth businesses is the subtle transition from excellent, precise execution to passivity, complacency, and eventually poor execution disciplines. By simply tightening up your execution habits, you can dramatically improve gross margins and profitability while reducing the time it takes for everyone to complete their work. We have an Execution Checklist of ten habits that will reduce the time it takes you to manage your business by up to 90%, freeing up the leadership team to spend more time on the market-facing activities.



Strategy

Do you have a solid top-line revenue growth strategy in place? Is it sustainable? The key to sustainable top-line growth is threefold: knowing your core customer, developing a clear brand promise, and developing your BHAG (Big Hairy Audacious Goal). We have a unique one-page strategic planning document that will help you get everyone on the same page.



Cash

The first law of entrepreneurial gravity is "Growth Sucks Cash." We encourage businesses to calculate their Cash Conversion Cycle (CCC) which measures business-wide how long it takes between when you spend a dollar (marketing, design, rent, wages, etc.) until you get that dollar back. We have a proprietary Cash Conversion tool that outlines the cash cycle and helps you work through concrete ways to double operating cash flow in the next twelve months.

Go4Growth

More Money

2x Cash Flow
3x Industry Average Profitability
10x Valuation

More Time

Reduce by 80% the time it takes to manage the business

More Fun

Support to speed the process and take the load off the leadership team on the market-facing activities.



Why the G4G program?

Many growth-company leaders reach a point where they actually dread adding another customer, employee, or location. It feels like they are just adding more weight to an ever-heavier anchor they are dragging up the hill. To make matters worse, the increased revenues haven't turned into more profitability, so at some point, they wonder if the journey of scaling up is worth the effort.

Running a business is ultimately about freedom. Our Go4Growth Program draws on the Scaling Up Methodology™ to show business owners how to achieve it, no matter how big and complicated a business becomes.

Free your time to focus on the market-facing activities necessary to grow your business while getting everyone aligned to execute your plan.



1

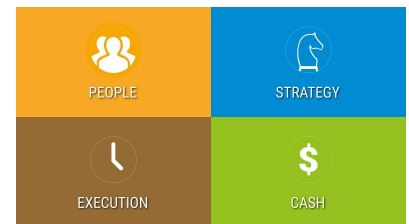
Kickoff Session

Held over 1-1.5 days in person, we will lay the foundation of knowledge in the Scaling Up Methodology™ that we will build on during the remainder of the engagement, as well as introducing you and your assembled team to the One Page Strategic Plan™. We will begin to develop a Functional Accountability Chart (FACe) with Key Performance Indicators (KPI's) for the Leadership Team to increase accountability which will be measured through the improvement of the KPI's.

2

Initial Strategic Planning Sessions

Held over 2 days we will begin to develop the business' One Page Strategic Plan™. We will also develop key initiatives, assign accountabilities, and start to put in place the correct execution disciplines and talent practices to support plan implementation.



3

Quarterly Planning Sessions

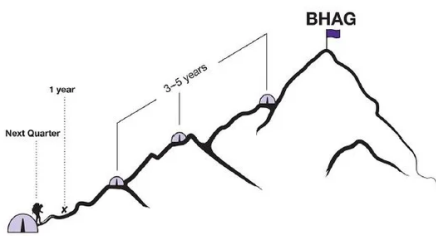
Held over a day before the start of the next quarter, these sessions include a review the past quarter, education/strategy discussion, planning of a successful next quarter, talent review and additional Scaling Up material as required.

We also include a short debrief with our CEOs after the session either at the conclusion of the day, or first thing the day after to get their private thoughts & feelings on the current state of play.

4

Fortnightly Check-in Sessions

Held Virtually, the Fortnightly Check-in sessions are critical to maintaining momentum, and are an important way for us to support the OPSP implementation. They ensure the process of execution of the Scaling Up Methodology™ and are used to work through any issues which are arising as the Plan is being implemented with the CEO & Leadership Team; conducted Virtually via Teams/Zoom.



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