

From Exhausted and Uncertain to Energized and Unstoppable

*What it REALLY looks like to work ON
your business and not just IN it!*

Brett Gilliland

Co-Founder and CEO
Elite Entrepreneurs



~95%

of businesses never
grow to \$1M+ in revenue



Those who do often find themselves in a world of pain

feeling alone

**waiting for it all to
crumble**

**reactive not
proactive**

frustrating results

control freak

don't have the right team

winging it

**undefined
roles**

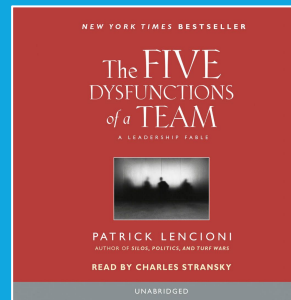
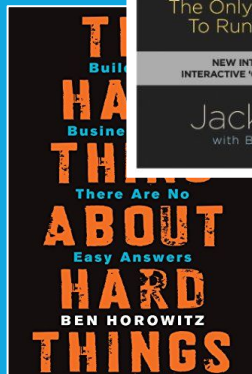
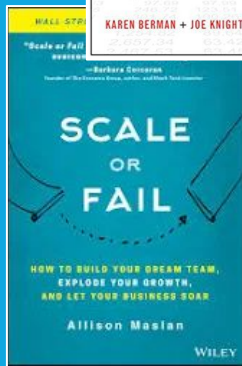
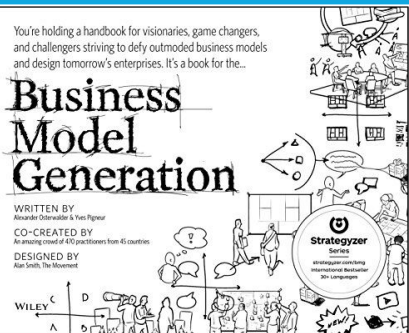
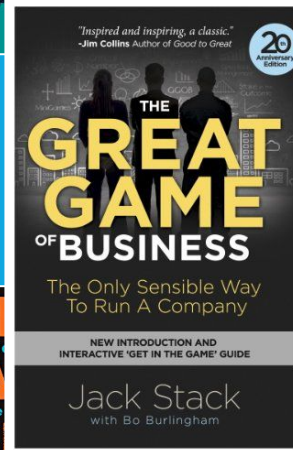
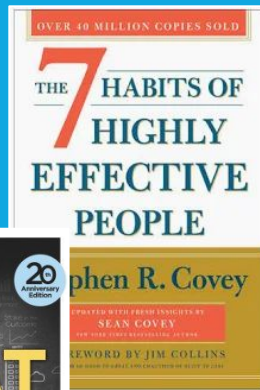
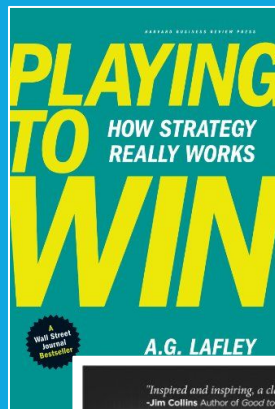
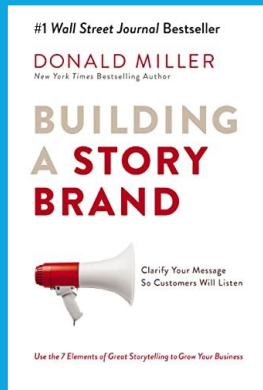
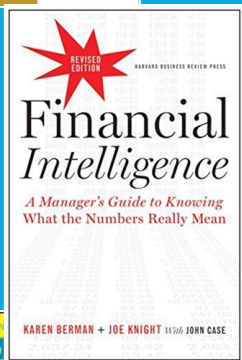
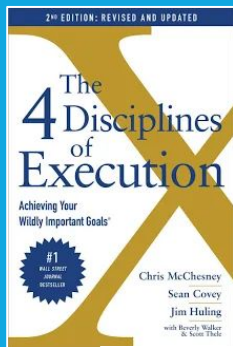
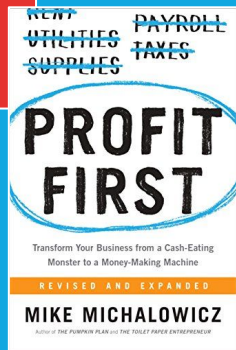
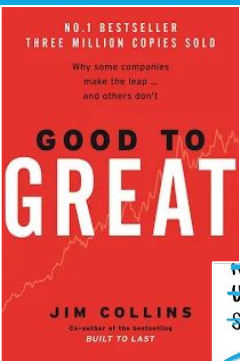
fire fighting

**feeling
overwhelmed**

**hitting a
plateau**

**stuck working IN the
business**

employee turnover



**HR
Consultant**

**Fractional
CFO**

The Experts

Accountant

**Marketing
Agency**

Sales Trainer

SEO

**Six Sigma
Black Belt**



**Business
Coach**

**Social Media
Advisor**

**Outsourced
IT**

**Industry
Insider**

Fractional CFO

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all to

GREAT

NEW UTILITIES PAYROLL TAXES

#1 RATED 2008

Achieving Your Wildly Important Goals

frustrating results

reactive not
proactive

WIN

THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE

control freak

A Wall Street Journal Bestseller

Accountant

The Myth Revisited

Why Most Small Business Owners Don't Know How to Run Their Businesses

Marketing Agency

don't have the right team

Profit First

Clarify Your Message

The 7 Elements of Great Storytelling

Tagged It

Six Sigma

Financial Intelligence

and inspiring a classic,"
author of *Dead to the Right*

20th Anniversary

Stephen R. Covey

SEAN COVEY

THE 7 HABITS OF HIGHLY EFFECTIVE MEN

THE 7 HABITS OF HIGHLY EFFECTIVE FAMILIES

THE 7 HABITS OF HIGHLY EFFECTIVE SCHOOLS

THE 7 HABITS OF HIGHLY EFFECTIVE LEADERS

THE 7 HABITS OF HIGHLY EFFECTIVE TEACHERS

SEC

winning it

The book cover features a dark blue background with a faint grid pattern. The title "Black undefined Business roles" is prominently displayed in large white font. Above it, the author's name "MIKE MICHALOWICZ" is written in smaller white capital letters. A yellow banner at the top contains the text "REVISED AND UPDATED". Below the title, there is a small graphic of a stack of books and some additional text in a smaller font.

Black undefined Business roles

REVISED AND UPDATED
MIKE MICHALOWICZ

You're...
and challengers striving to defy outmoded business mode

Belt

Sales Trainer

Industry Insider overwhelmed



NEW YORK TIMES BESTSELLER

The FIVE
DYSFUNCTIONS
of a TEAM

a FABLE

and design for the new business. It's all for the...

Business Model Generation

hit a plateau

WRITTEN BY
Alexander Osterwalder & Yves Pigneur

CO-CREATED BY
Business Model Generation community

Strategyzer

stuck working IN the
outsourced business

Jack Stack
with Bo Burlingham

Adviser
PATRICK LENCIONI
AUTHOR OF *THE DISCIPLES* AND *THE FIVE DYSFUNCTIONS OF A TEAM*
READ BY CHARLES STRANSKY

employee turnover

HARD THINGS

BEN HOROWITZ

Our Agreement

You will be present

I will teach you the keys to growth

You will implement what makes sense for you

I will offer to make it easier and faster for you to implement

You will decide what is best for you to move forward





What got you here
won't get you there.

Marshall Goldsmith

THE STAGES OF SMALL BUSINESS

What is a small business?

Ask 10 different people and you'll get 10 different answers. Here's our breakdown of the Stages of Small Business and the biggest hurdle in each stage.

Text 'GROW' to
480-900-1505
to get the Stages.

STAGE*	1 SOLOPRENEUR SIDE JOB SELF-EMPLOYED		2 NEW EMPLOYER	3 STEADY OPERATION	4 7-FIGURE BUSINESS	5 GROWTH COMPANY
EMPLOYEES	1	1	2-3	4-10	11-25	26-100
SALES	\$0-4K monthly	\$4-10K monthly	\$100-300K annual	\$300-1M	\$1-3M	\$3-10M
# IN U.S.	16M	6M	1.7M	1.9M	700K	300K
TEAM	OWNER	OWNER + CONTRACTOR(S)	PARTNER OR ASSISTANT	ONE TEAM	MULTIPLE TEAMS & LEADERS	MANAGEMENT TEAM
BIGGEST HURDLE	TIME	LEADS	SALES	MARKETING & SERVICE	PEOPLE & SYSTEMS	LEADERSHIP & CULTURE
	START 1 \$0-100K		RUN 2-10 \$100K-1M		SCALE 11-100 \$1-10M	

*Many business owners choose to settle into a particular stage. These 5 Stages are intended to describe the small business landscape, not prescribe what business owners should do.

keap

STAGE*		1	2	3	4	5	
		SOLOPRENEUR	NEW EMPLOYER	STEADY OPERATION	7-FIGURE BUSINESS	GROWTH COMPANY	
		SIDE JOB	SELF-EMPLOYED				
 EMPLOYEES		1	1	2-3	4-10	11-25	26-100
 SALES		\$0-4K monthly	\$4-10K monthly	\$100-300K annual	\$300-1M	\$1-3M	\$3-10M
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The 1's and 3's of Revenue

keep

VRAECTIE

Reactive vs. Creative





You have to become
the leader of your
business, not just the
person who expertly
runs it.

Change in the Business AND in Yourself



Rod - Typical Business Owner

- Constantly pulled INTO the business; **classic 'technician'**
- Managed his finances by looking at bank account and credit card balances DAILY
- No Vision to direct decisions and align resources
- No financial modeling or forecasting (no goals)
- Always struggling with people and customer issues
- Trying to keep up with payables and fund payroll



..... ALL reactive and no creative

We Got to Work...

- We got started with **Set the Vision**
- I helped him put together some projections for revenue, expenses, profit, etc. (**Get the Resources**)
- Was trying to get him to be more intentional about creating the future of his business
- Helped him navigate a sticky partner issue and a painful client relationship that represented most of the revenue
- Worked on getting the right team (**Build the Team**)

**Can anyone guess what
the recurring challenge
was as I worked with Rod?**

Rod constantly got pulled back into the business to keep the machine he had built from falling apart. He could never make enough time to work on improving his business. He felt trapped.



A scenic photograph of a winding asphalt road through a mountainous landscape. The road has double yellow lines and curves into the distance. The surrounding area is covered in dense evergreen forests, and in the background, there are large, rugged mountains with some snow patches under a clear sky. The entire image has a semi-transparent purple overlay.

3 Keys to working ON the business and not just IN it!



1. Inventory How You Spend Your Time

2. Align Work to Vision



3. Get the Right People



Practical Ways to Work ON the Business

- Make time (however small) EVERY week to get above the day-to-day tasks and think holistically about the business
- Always, ALWAYS take time for quarterly planning, enrolling your team in the process
- Never stop clarifying and communicating the Vision
- Assess fuel needs for next stage of growth & work to secure it
- Improve and/or document a process
- Use your Future Org Chart and your Mission Strategies to constantly and intentionally work towards your next hire
- Keep learning/growing, develop leaders, and DELEGATE
- Spend time with mentors, advisors and/or peers (everyone needs to eat breakfast or lunch!)

**“Entrepreneurship
is an exercise in
relinquishing control.”**

Clate Mask



Honor What You've Built AND There's a Better Way

A scenic landscape at sunset or sunrise. The sun is low on the horizon, casting a warm, golden glow across the sky and the scene. In the foreground, there's a dirt road with some puddles reflecting the light. To the left of the road, there's a field of tall, dry grass. To the right, there's a hillside with some bare trees and bushes. The overall mood is peaceful and contemplative.

Your business will never out grow YOU!
We must keep growing in order for our
business to grow." -John Maxwell.

Mitch Stephen

**Exhausted
& Uncertain
(Reactive)**



**Energized
& Unstoppable
(Creative)**



Change in the Business AND in Yourself



Fractional CFO

GOOD TO
GREAT

frustrating results

Marketing Agency

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undefined

Business roles

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Business Model Generation

hit a plateau

WRITTEN BY
Alexander Osterwalder & Yves Pigneur

CO-CREATED BY
an amazing crowd of 15,000 entrepreneurs from 61 countries

DESIGNED BY
Alex Smith, the Movement

WILEY

Strategyzer Series
strategizing, innovating, implementing, measuring
300+ templates

2ND EDITION: REVISED AND UPDATED

The 4 Disciplines of Execution

alone

Achieving Your Wildly Important Goals™

#1 WALL STREET JOURNAL BESTSELLER

Chris McChesney
Sean Covey
Jim Huling
with Beverly Huling & Scott Thibb

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fire fighting

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Swinging it

Sales Trainer

Industry

Insider overwhelmed

Social Media

Advisor

employee turnover

Want more help?

Grab 30 minutes with me:

- Bring your questions
- I'll assess your situation
- Give you personalized recommendations

Schedule Now



<https://calendly.com/brett-gilliland/30minzoom>

brett@GrowWithElite.com

480-213-0655 (text)

The best leaders build the
best businesses, and the
best businesses win.