



*Equipping leaders to
flourish in life and work.*

Growability.com | joshua@growability.com

HEAR WHAT OUR CLIENTS HAVE TO SAY**SENATOR SHANE REEVES**

State Senator for the 14th District of Tennessee

“Caution!! Do not engage the services of Growability® until you are ready for exponential growth, accountability and life changing content.”

DR. MARK HARDISON

Middle Tennessee Oral & Implant Surgery

“Applying the principles taught by Joshua and his team over the last several years has done more than help us increase our revenue by 50%, it has also helped us deeply impact our community.”

**DR. PAM SINGER**

Ascension Medical Group - Physician of the Year for 2020

“Professional coaching is not a luxury; it is a must for those of us who are leaders and influencers. Growability® specifically tailors it's curriculum for professionals seeking to enhance their business processes and discover new meaning and joy in their work.”

DR. DANI GRAY

Renew Dental

“Growability® was very instrumental in helping us clarify our vision, mission and values. This laid a strong foundation for our communication style and our culture.”



Cultivating Vision, Rhythm and Community in Life and Work



Growability® COACHING

\$500-1000 / month

Growability® Coaching is ideal for business leaders who prioritize character and excellence. We help leaders cultivate vision, rhythm and community in their life and work.

SCOPE: Two 90-minute sessions monthly / access to a mentor and tool-kit



Growability® COLLABORATIVE

\$500 / month - 12-month program

Don't waste two years of your life and \$80k on an MBA program. The Growability® Collaborative teaches everything a business leaders needs to grow and manage a scalable business. This 12 month immersive educational experience provides practical leadership, management and marketing education in groups of 5-12 hand picked leaders.

SCOPE: Monthly half day sessions / monthly peer-to-peer meetings



Growability® CONSULTATION

\$15,000-\$25,000 / 6-months

Growability® Consultation is ideal for a small business transitioning from start-up to growth or from growth to maturity. We help small business with \$0.5 - \$5 million in annual revenue create and implement the necessary systems for growth.

SCOPE: Two Half-day sessions per month / access to a Growability® tool-kit

The Initial Assessment

The Growability® Initial Assessment is designed to provide immediate value to your organization. We help identify blind spots, provide a framework for quarterly self reviews, and encourage your team with hands on communication training.

GOAL

1. Equip and encourage the leaders of *"Your Organization"*, and discover opportunities and barriers for growth.

OBJECTIVES

1. Provide objective feedback regarding team and systems
2. Provide clarity via strategic business next steps
3. Provide a toolkit for continual improvement

TARGET MARKETS

1. *"Your Community"* and surrounding areas

STRATEGY

1. Growability® Comprehensive Interviews
2. Growability® SWOT Analysis
3. Growability® DISC Training
4. Growability® Strengthsfinder 2.0 Testing
5. Growability® Business Assessment

PURPOSE

We exist to empower, equip and encourage leaders to walk with God and reach their full potential.

MISSION

Our mission is to equip leaders to flourish in their life and work by cultivating vision, rhythm, and community..

VISION

Our vision is to see thousands of leadership coaches located throughout the world equipping leaders to cultivate vision, rhythm and community.

VALUES

FAITH

We promise to seek first the kingdom of God.
(*Matt 22:37-38.*)

HOPE

We promise to persevere until we accomplish vision.
(*Gal 6:9*)

LOVE

We promise to obey the first and greatest commandment. (*Matt 22:37-38.*)

STANDARDS OF EXCELLENCE

WISDOM

We commit to making decisions in light of eternity.
(*Ex 31:1-11.*)

UNDERSTANDING

We commit to simplify complexity.
(*Ex 31:1-11.*)

KNOWLEDGE

We commit to practice what we preach. (*Ex 31:1-11.*)

CRAFTSMANSHIP

We commit to craftsmanship and skill that is worthy of our wage. (*Ex 31:1-11.*)

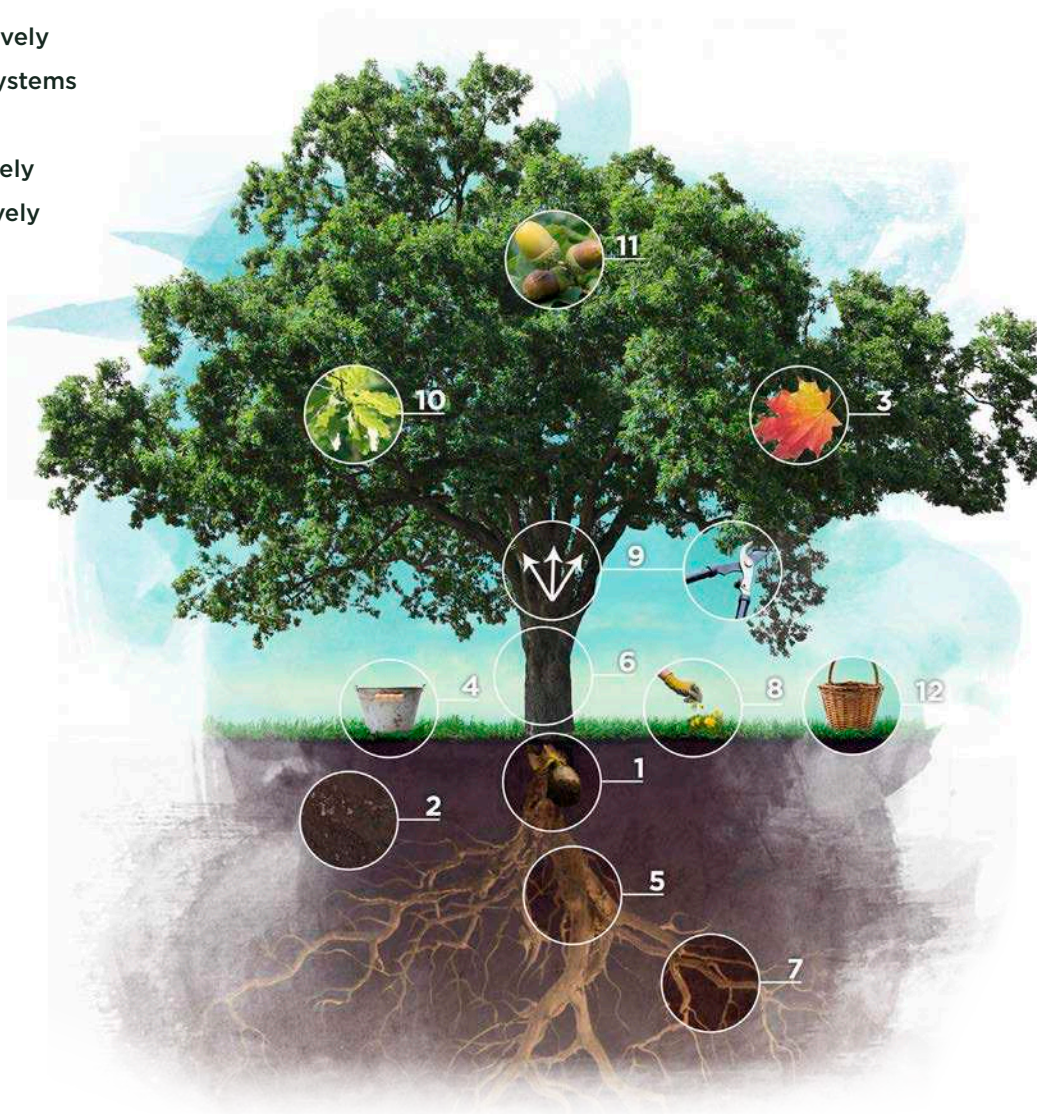


Our Model

The 12-Step *Growability*® Business Model uses the analogy of growing a tree to teach the 12 fundamentals for growing a healthy and thriving organization.

The *Growability*® 12-Step Model

1. **SEED:** *The ability to Establish Vision*
2. **SOIL:** *The ability to Attract Customers*
3. **SEASON:** *The ability to Plan Strategically*
4. **WATER:** *The ability to Empower Teamwork*
5. **TAPROOT:** *The ability to Set Goals*
6. **TRUNK:** *The ability to Master Money*
7. **ROOTS:** *The ability to Build Community*
8. **GARDENER:** *The ability to Prune Effectively*
9. **BRANCHES:** *The ability to Streamline Systems*
10. **LEAVES:** *The ability to Maximize Time*
11. **FRUIT:** *The ability to Measure Productively*
12. **BASKET:** *The ability to Market Persuasively*



STEP 1: TEAM ASSESSMENT & PERSONALITY TRAINING

The strongest resource in any organization is its team. Growability® offers in-depth team training and strengths assessments and then teaches best practices for teamwork and productivity.

4. WATER: WHAT IS YOUR RESOURCE?

Growability® - Talent: Strengthsfinder 2.0 Individual Strengths

The Gallup organization created a test called Strengthsfinder 2.0 that helps you see your top strengths out of a possible 34. These strengths can be categorized in the following four areas:

Name _____
Date _____



MOTIVATION

Incentive & Influence

COLLABORATION

Communication & Teamwork

ACTION

Focus & Measurement

TEAM MEMBER PERSONALITY PROFILE

EMPLOYEE: KRISTEN MCCANN



STRENGTHS



ADAPTABILITY (Collaboration Strength)

People strong in the Adaptability theme prefer to "go with the flow." They tend to be "now" people who take things as they come and discover the future one day at a time.



MAXIMIZER (Motivation Strength)

People strong in the Maximizer theme focus on strengths as a way to stimulate personal and group excellence. They seek to transform something strong into something superb.



CONNECTEDNESS (Collaboration Strength)

People strong in the Connectedness theme have faith in the links between all things. They believe there are few coincidences and that almost every event has a reason.



DEVELOPER (Collaboration Strength)

People strong in the Developer theme recognize and cultivate the potential in others. They spot the signs of each small improvement and derive satisfaction from these improvements.



RELATOR (Collaboration Strength)

People strong in the Relator theme enjoy close relationships with others. They find deep satisfaction in working hard with friends to achieve a goal.

LEADERSHIP STRENGTHS



☐ FOUNTAIN



☐ BUILDER



☒ POURER

DISC PROFILE



MYERS BRIGGS PROFILE

I

Extrovert / Introvert

63%

S

Intuition / Sensing

65%

F

Thinking / Feeling

72%

J

Judging / Perceiving

63%

APPRECIATION LANGUAGES



1. ACTS OF SERVICE

12



2. RECEIVING GIFTS

7



3. QUALITY TIME

7



4. WORDS OF AFFIRMATION

3



5. PHYSICAL TOUCH

1

Go to www.gallupstrengthscenter.com to purchase a Strengthsfinder Top 5 Strengths Test. Write down your top 5 or 10 strengths from the list and write each number ranking in the space provided.

ACTIVATOR _____

ADAPTABILITY _____

ACHIEVER _____

COMMAND _____

DEVELOPER _____

ARRANGER _____

COMMUNICATION _____

CONNECTEDNESS _____

BELIEF _____

COMPETITION _____

EMPATHY _____

CONSISTENCY _____

MAXIMIZER _____

HARMONY _____

DELIBERATIVE _____

SELF-ASSURANCE _____

INCLUDER _____

DISCIPLINE _____

SIGNIFICANCE _____

INDIVIDUALIZATION _____

FOCUS _____

WOO _____

POSITIVITY _____

RESPONSIBILITY _____

RELATOR _____

RESTORATIVE _____

Growability® | Joshua MacLeod | info@growability.com

Growability® | Joshua MacLeod | info@growability.com

STEP 2: ORGANIZATION ASSESSMENT & SWOT ANALYSIS

Our comprehensive assessment helps the business owner discover key strengths, weaknesses, opportunities and threats. This assessment is the foundation for determining where to focus towards either growth or stability.

1. SEASON: WHERE SHOULD YOU FOCUS?

Quarterly Growability® Score

Calculate your total Growability® score from the previous worksheets. Then, for each of the management areas listed below, place a check in the circle that best represents your management in each area. Green = No improvement needed. Yellow = Some improvement needed. Red = Much improvement needed.

Date _____
Score _____

MARKETING

- ☐ Brand
- ☐ Sales
- ☐ Advertising
- ☐ Tribe

LEADERSHIP

- ☐ Goal Development
- ☐ Communication
- ☐ Collaboration
- ☐ Accountability

RESOURCE MANAGEMENT

- ☐ Budget/Accounting
- ☐ Facilities/Maintenance
- ☐ IT/Technology
- ☐ Tools/Inventory

OPERATIONS

- ☐ Time Tracking & Management
- ☐ Project Tracking & Management
- ☐ Standard Operating Procedures - "Playbooks"
- ☐ Key Performance Indicators - "KPIs / KPDs"

TEAMWORK

- ☐ Recruiting & Role Assignments
- ☐ Job Descriptions & Clarity
- ☐ Continuing Education & Skills Development
- ☐ Team Motivation

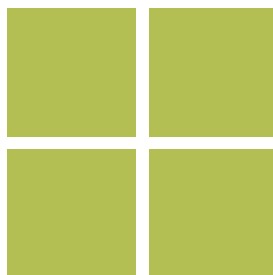
STEP 3: CUSTOMIZED STRATEGIC PLAN

After discovering your vision, mission, and values we help create a framework for creating goals, measurements, budgets and marketing strategies.

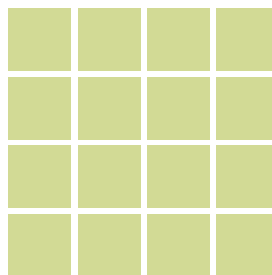
PLANNING TIME



MISSION
VISION
VALUES

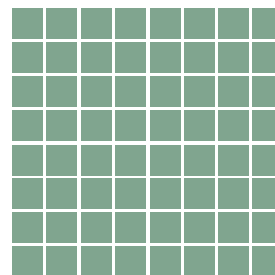


PRIORITIES
AND GOALS

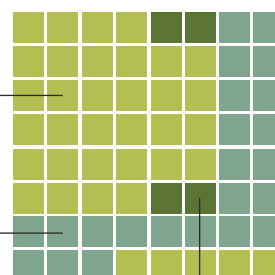


PROJECTS
AND
ACTIVITIES

ACTION TIME



PLAYBOOKS



Strengths
Team Member A

Strengths
Team Member B

Strengths
Team Member C

TEAMWORK

STEP 4: MEASURABLE DATA

Growability® works alongside the leaders of your organization to develop Key Performance Indicators (KPIs) and Key Performance Drivers (KPDs).

“It is not enough to do your best, you must also know what to do and then do your best.”

- W. Edwards Deming

11. FRUIT: HOW DO YOU MEASURE?



Growability® Top 3 Key Performance Indicators & Drivers

Key Performance Drivers (KPDs) are the necessary actions or activities that bring about the results you measure in your top Key Performance Indicators (KPIs). If you were to only measure 3 things at your organization, what would they be? What are the three most important indicators to show if your organization is growing & healthy?

Name _____ Date _____ Year _____ Quarter _____



MOST IMPORTANT BUSINESS KPDs:

1.
2.
3.



TOP 3 BUSINESS KPIs:

1.

☐ Quantity ☐ Quality ☐ Strategy

1.
2.
3.

2.

☐ Quantity ☐ Quality ☐ Strategy

1.
2.
3.

3.

☐ Quantity ☐ Quality ☐ Strategy

© Growability® | Joshua MacLeod | info@growability.com

YOU MEASURE?



KPD Dashboards

Since Indicators) to track results and KPDs (Key Performance Drivers) to track the what are the top 3 KPIs and KPDs to measure the success of your business?

Month _____ Week _____ Day _____

| DATA | | INTERPRETATION |
|-----------------------------------|--|-----------------------|
| ected Results: ity or quality) | Actual Results: (quantity or quality) | Contributing Factors: |
| | | Impact on Business? |
| ected Results: ity or quality) | Actual Results: (quantity or quality) | Contributing Factors: |
| | | Impact on Business? |
| ected Results: ity or quality) | Actual Results: (quantity or quality) | Contributing Factors: |
| | | Impact on Business? |

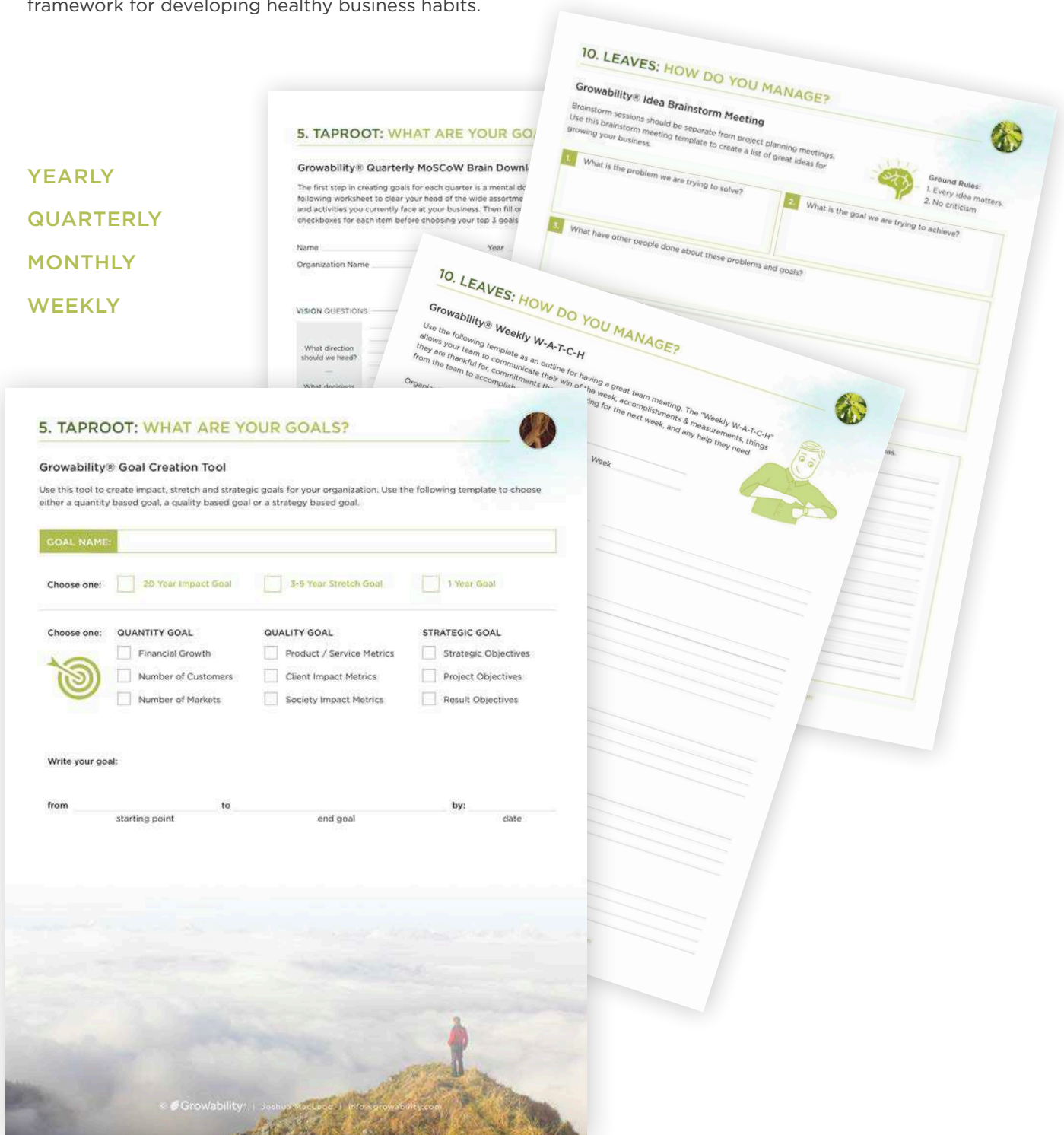
| DATA | | INTERPRETATION |
|-----------------------------------|--|-----------------------|
| ected Results: ity or quality) | Actual Results: (quantity or quality) | Contributing Factors: |
| | | Impact on Business? |
| ected Results: ity or quality) | Actual Results: (quantity or quality) | Contributing Factors: |
| | | Impact on Business? |
| ected Results: ity or quality) | Actual Results: (quantity or quality) | Contributing Factors: |
| | | Impact on Business? |

© Growability® | Joshua MacLeod | info@growability.com

STEP 5: HEALTHY HABITS & STRATEGIC YEARLY CALENDAR

Healthy habits are critical for creating tangible results. The Growability® Strategic Calendar provides a framework for developing healthy business habits.

YEARLY
QUARTERLY
MONTHLY
WEEKLY



5. TAPROOT: WHAT ARE YOUR GOALS?

Growability® Goal Creation Tool

Use this tool to create impact, stretch and strategic goals for your organization. Use the following template to choose either a quantity based goal, a quality based goal or a strategy based goal.

GOAL NAME: _____

Choose one: ☐ 20-Year Impact Goal ☐ 3-5-Year Stretch Goal ☐ 1-Year Goal

Choose one: **QUANTITY GOAL** **QUALITY GOAL** **STRATEGIC GOAL**

☐ Financial Growth ☐ Product / Service Metrics ☐ Strategic Objectives

☐ Number of Customers ☐ Client Impact Metrics ☐ Project Objectives

☐ Number of Markets ☐ Society Impact Metrics ☐ Result Objectives

Write your goal:

from _____ to _____ by: _____

starting point end goal date

10. LEAVES: HOW DO YOU MANAGE?

Growability® Idea Brainstorm Meeting

Brainstorm sessions should be separate from project planning meetings. Use this brainstorm meeting template to create a list of great ideas for growing your business.

1. What is the problem we are trying to solve?

2. What is the goal we are trying to achieve?

3. What have other people done about these problems and goals?

Ground Rules:

1. Every idea matters.
2. No criticism

10. LEAVES: HOW DO YOU MANAGE?

Growability® Weekly W-A-T-C-H

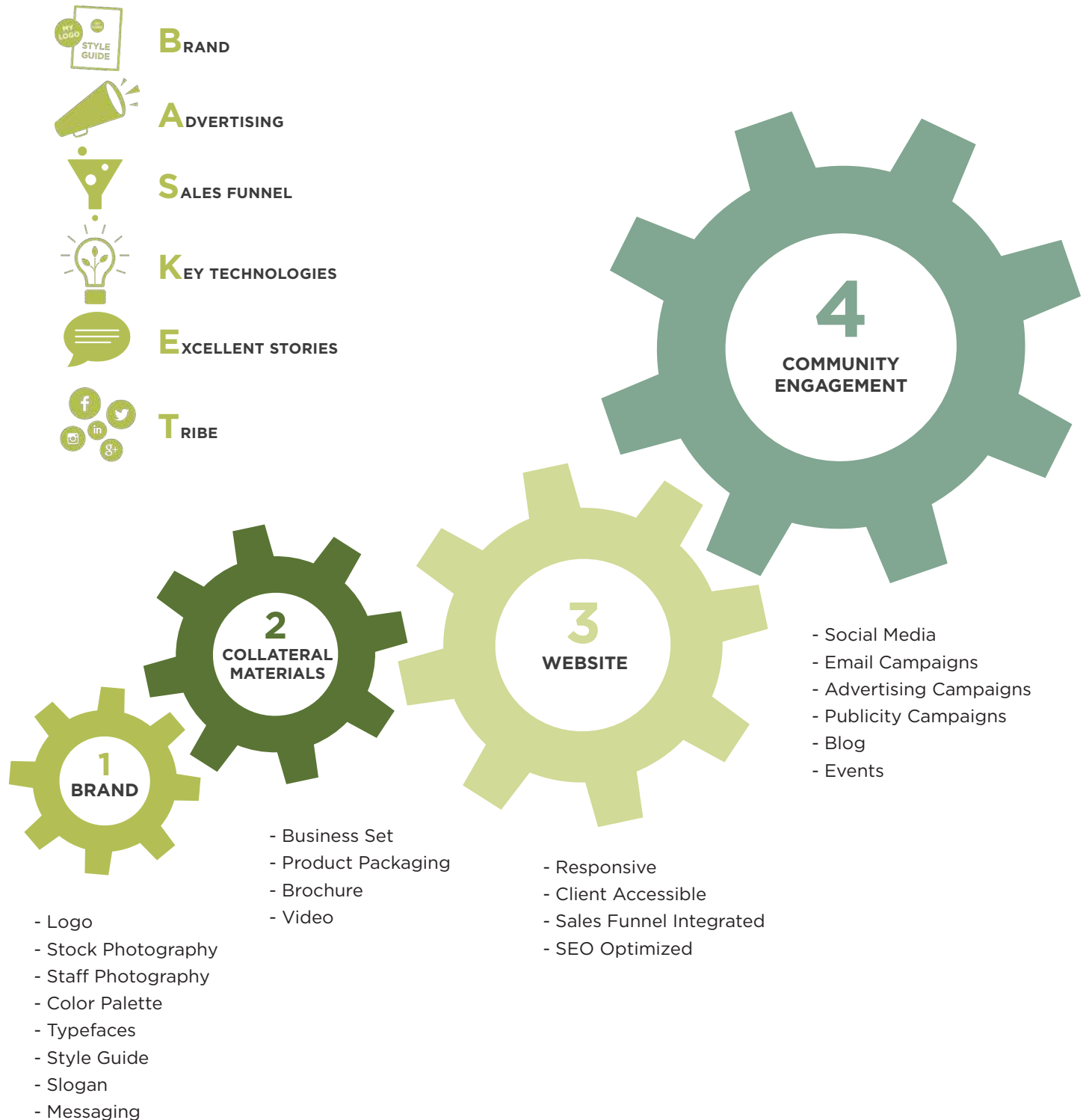
Use the following template as an outline for having a great team meeting. The "Weekly W-A-T-C-H" allows your team to communicate their win of the week, accomplishments & measurements, things they are thankful for, commitments & things from the team to accomplish.

Organizational _____

Week _____

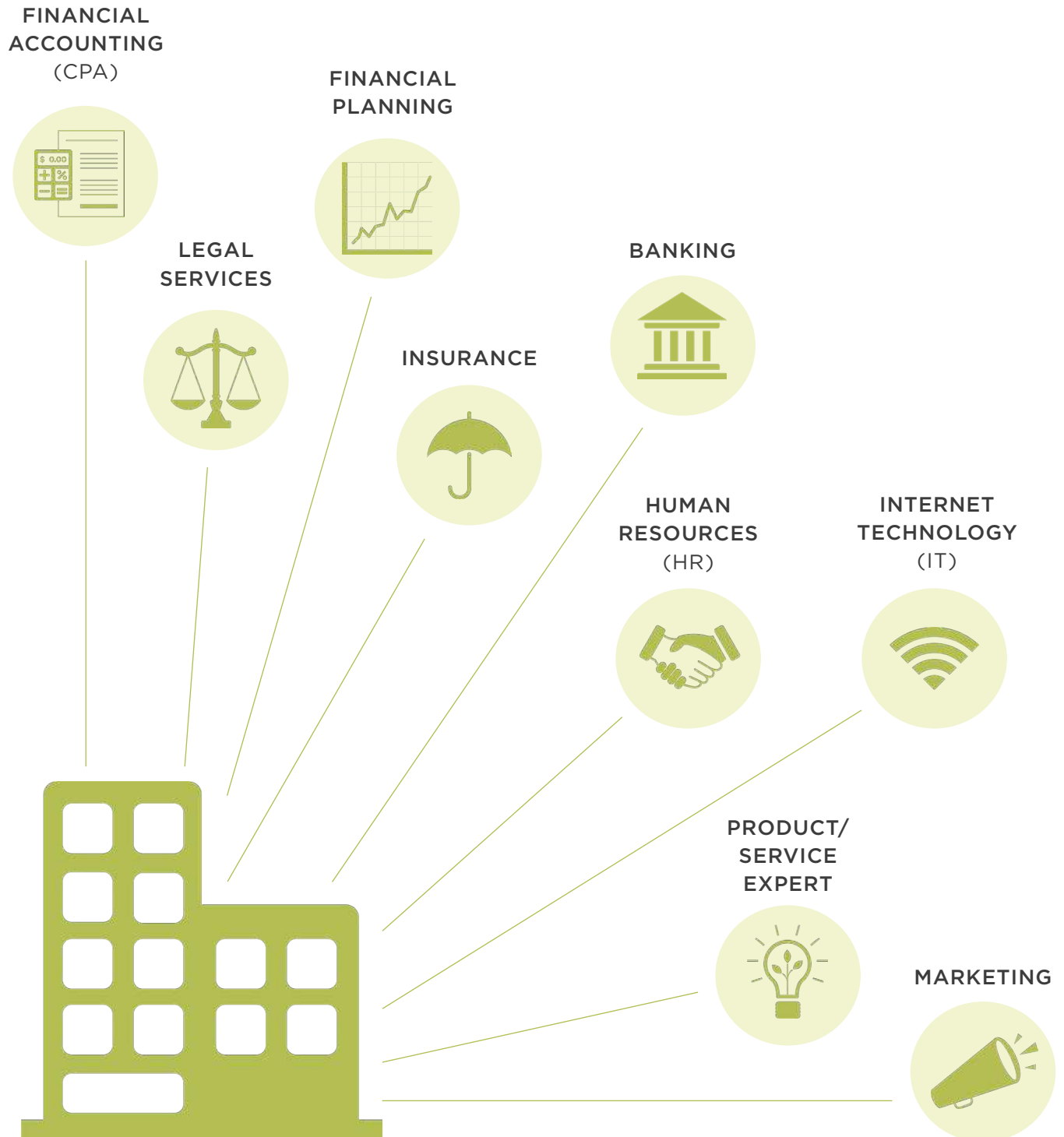
STEP 6: COMPREHENSIVE MARKETING STRATEGY

Growability® creates strategic, effective and measurable marketing strategies and solutions.



STEP 7: QUALIFIED VENDORS

Discovering the right expert for your business can save years of frustration and posture your business for exponential growth. Growability® helps you vet the best vendors for your business.



Consultation Services:

| | |
|----------------------------------|-----|
| Initial Assessment (16-20 hours) | \$0 |
|----------------------------------|-----|

| | |
|---------------------------|------------|
| <i>Consultation Total</i> | <i>\$0</i> |
|---------------------------|------------|

Marketing Services:

| | |
|------------------------|------------|
| <i>Marketing Total</i> | <i>\$0</i> |
|------------------------|------------|

Travel Expenses:

| | |
|------------------------|------------|
| <i>Travel Expenses</i> | <i>\$0</i> |
|------------------------|------------|

| | |
|---------------------|------------|
| <i>Travel Total</i> | <i>\$0</i> |
|---------------------|------------|

| | |
|------------------|------------|
| Subtotal: | \$0 |
|------------------|------------|

| | |
|---------------|------------|
| TOTAL: | \$0 |
|---------------|------------|

Project Timeline:

1 Months

Payment Schedule:

| | |
|---------------------------------|-----|
| Due upon signed agreement | \$0 |
|---------------------------------|-----|



JOSHUA MACLEOD
Founder & President

joshua@growability.com
615.969.3546



BERNIE ANDERSON
Cross-Cultural Leadership & Nonprofit Consultant

bernie@growability.com
864.569.6148
growability.com
