



Growability® : COLLABORATIVE

GROW YOUR BUSINESS IN COMMUNITY

EQUIPPING LEADERS TO FLOURISH IN LIFE AND WORK

WHAT:

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 a business and flourish in life and work.

This 12 month immersive educational experience provides practical leadership, management and marketing education in groups of 5-12 hand picked leaders.

WHO:

Each Collaborative consists of a Growability® Business Coach and up to 12 marketplace business leaders. Participants receive consultant level training combined with immediate feedback from peers.

HOW:

Members meet once a month in a 4-hour group session, and twice monthly with individual group participants.

LOCATIONS:

Nashville, TN

joshua@growability.com

Greenville, SC

bernie@growability.com

PRICING



Monthly

\$500 / month

Annual

\$5000 / year

CONTACT:

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JOSHUA MACLEOD is the founder of the Growability® consulting firm. His mission is to empower, equip and encourage leaders to walk with God and reach their full potential.



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



SENATOR SHANE REEVES
 14th District of Tennessee
 President - Twelvestone Health Partners



**COURSE SESSIONS
 LOOK LIKE:**

- **EXPECTATION**
 - Growability® Training
- **MOTIVATION**
 - Discussion & Interaction
- **TOOLS**
 - Comprehensive Business Tools
- **ACCOUNTABILITY**
 - Group Accountability

**THE GROWABILITY® MODEL
 INCLUDES:**



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

SYLLABUS



COURSE 1 | SEED: *Growability*® Establish Vision

4-Hour Course

<p>How To Grow And Maintain A Healthy Work Culture</p>	<p>SESSIONS</p> <ul style="list-style-type: none"> <input type="checkbox"/> Find Your Why <input type="checkbox"/> Purpose <input type="checkbox"/> Vision <input type="checkbox"/> Mission <input type="checkbox"/> Values 	<p>DELIVERABLES (Leadership)</p> <ul style="list-style-type: none"> • Personal Mission Statement Toolkit • Vision, Mission, Values Toolkit
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COURSE 2 | SOIL: *Growability*® Attract Customers

4-Hour Course

<p>How To Grow And Attract Ideal Customers</p>	<p>SESSIONS</p> <ul style="list-style-type: none"> <input type="checkbox"/> Customer Persona <input type="checkbox"/> Market Price Considerations <input type="checkbox"/> Market Analytics <input type="checkbox"/> Competitor Analysis <input type="checkbox"/> Customer Interviews 	<p>DELIVERABLES (Marketing)</p> <ul style="list-style-type: none"> • Customer Persona Toolkit • Product / Service Pricing Toolkit • Market Analysis Toolkit
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COURSE 3 | SEASON: *Growability*® Plan Strategically

4-Hour Course

<p>How To Grow And Create Business Momentum</p>	<p>SESSIONS</p> <ul style="list-style-type: none"> <input type="checkbox"/> Growability Assessment <input type="checkbox"/> The Four Business Seasons <input type="checkbox"/> Career Sweet Spot <input type="checkbox"/> <i>Growability</i>® Score <input type="checkbox"/> SWOT Analysis 	<p>DELIVERABLES (Management)</p> <ul style="list-style-type: none"> • <i>Growability</i>® Score • Strategic Focus Toolkit • SWOT Analysis Toolkit
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SYLLABUS



COURSE 4 | WATER: *Growability*® Empower Teamwork

4-Hour Course

<p>How To Grow And Empower An Effective Team</p>	<p>SESSIONS</p> <ul style="list-style-type: none"> <input type="checkbox"/> Strengths-based roles <input type="checkbox"/> Org Chart <input type="checkbox"/> Team Assessments <input type="checkbox"/> DISC Personality Intelligence <input type="checkbox"/> Team Self Review <input type="checkbox"/> SBI Inventory <input type="checkbox"/> Team Affirmation 	<p>DELIVERABLES (Management)</p> <ul style="list-style-type: none"> • Strengthsfinder 2.0 Assessment • Org Chart Toolkit • Job Description / Benefits Toolkit • Team Motivation Toolkit
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COURSE 5 | TAPROOT: *Growability*® Set Goals

4-Hour Course

<p>How To Grow And Implement Strategic And Achievable Goals</p>	<p>SESSIONS</p> <ul style="list-style-type: none"> <input type="checkbox"/> MoSCoW task management. <input type="checkbox"/> Quarterly Strategic Leadership <input type="checkbox"/> Quarterly Goals 	<p>DELIVERABLES (Leadership)</p> <ul style="list-style-type: none"> • Quarterly Focus Toolkit • Task Management Toolkit
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COURSE 6 | TRUNK: *Growability*® Master Money

4-Hour Course

<p>How to Grow And Build A C-O-S-T Based Budget</p>	<p>SESSIONS</p> <ul style="list-style-type: none"> <input type="checkbox"/> Indirect Costs <input type="checkbox"/> Direct Costs <input type="checkbox"/> Activity Playbooks <input type="checkbox"/> Income Projections <input type="checkbox"/> Budgeting 	<p>DELIVERABLES (Management)</p> <ul style="list-style-type: none"> • Financial Vocabulary Toolkit • C-O-S-T Budget Toolkit
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COURSE 7 | ROOTS: *Growability*® Build Community

4-Hour Course

	SESSIONS	DELIVERABLES (Marketing)
<p>How To Grow And Manage An Effective Sales Strategy</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Sales Funnel <input type="checkbox"/> Community Impact <input type="checkbox"/> 100 Cups of Coffee <input type="checkbox"/> Deep Quick Questions 	<ul style="list-style-type: none"> • Sales Funnel Toolkit • Community Engagement Toolkit



COURSE 8 | GARDENER: *Growability*® Prune Effectively

4-Hour Course

	SESSIONS	DELIVERABLES (Leadership)
<p>How To Prune Areas of Inefficiency</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Personal Board of Directors <input type="checkbox"/> How to Build Effective Habits <input type="checkbox"/> Business Decision Filters 	<ul style="list-style-type: none"> • Board of Advisors Toolkit • Habit Toolkit • Decision-Making Toolkit



COURSE 9 | BRANCHES: *Growability*® Streamline Systems

4-Hour Course

	SESSIONS	DELIVERABLES (Management)
<p>How To Grow And Maintain Effective Systems</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Projects & Activities <input type="checkbox"/> Playbooks <input type="checkbox"/> Effective Brainstorms <input type="checkbox"/> Team Meetings 	<ul style="list-style-type: none"> • Planning Toolkit • Playbook Toolkit • Meeting Toolkit

SYLLABUS



COURSE 10 | LEAVES: *Growability*® Maximize Time

4-Hour Course

<p>How To Grow And Maximize Time At Your Business</p>	<p>SESSIONS</p> <ul style="list-style-type: none"> <input type="checkbox"/> Covey Time Matrix <input type="checkbox"/> Low Value Activity Purge <input type="checkbox"/> Choose to Ignore list <input type="checkbox"/> Monthly Calendar 	<p>DELIVERABLES (Leadership)</p> <ul style="list-style-type: none"> • Strategic Calendar Toolkit • High Value Activity Toolkit
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COURSE 11 | FRUIT: *Growability*® Measure Productively

4-Hour Course

<p>How To Grow And Develop Effective Business Dashboards</p>	<p>SESSIONS</p> <ul style="list-style-type: none"> <input type="checkbox"/> Key Performance Indicators <input type="checkbox"/> Key Performance Drivers <input type="checkbox"/> Scorecards <input type="checkbox"/> Dashboards 	<p>DELIVERABLES (Management)</p> <ul style="list-style-type: none"> • Business Dashboard Toolkit • Business Scoreboard Toolkit
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COURSE 12 | BASKET: *Growability*® Market Persuasively

4-Hour Course

<p>How to Grow And Create Persuasive Marketing</p>	<p>SESSIONS</p> <ul style="list-style-type: none"> <input type="checkbox"/> Marketing Assessment <input type="checkbox"/> Brand <input type="checkbox"/> Advertising <input type="checkbox"/> Story <input type="checkbox"/> Keywords <input type="checkbox"/> Elevator Speech <input type="checkbox"/> Tribe 	<p>DELIVERABLES (Marketing)</p> <ul style="list-style-type: none"> • Marketing Assessment Toolkit • Brand Toolkit • Advertising Toolkit • Story Toolkit • Publicity Toolkit
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