



MAXIMIZE YOUR LEADERSHIP

with  **Growability® Collaboratives**

WHAT:

The *Growability® Collaborative* is an immersive educational experience that equips you to maximize your leadership. Join a group of individuals committed to helping each other flourish in life and work.

At a fraction the cost of an MBA program, the Growability Collaborative provides the tools necessary to be an effective leader, manager and influencer.

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 twice a month in 90-minute group sessions and have access to the *Growability® Toolkit* and training.

COLLABS TO JOIN:

BAM Global

bernie@growability.com

Smart Nonprofit

bernie@growability.com

Work & Ministry

bernie@growability.com

PRICING



“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

Six-Month Commitment:

\$300 / Month

BERNIE ANDERSON

Growability® Coach

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Cell: (864) 569 - 6148

growability.com

BERNIE ANDERSON served as a senior pastor before initiating the current CAMA work in Ulaanbaatar Mongolia and developing financial partners with World Relief. He currently serves as the Business as Mission (BAM) director for Growability®





“When remarkable leaders are in the same room, the education grows exponentially!”

- Joshua MacLeod - Founder Growability



DR. PAM SINGER

Ascension Saint Thomas Rutherford
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 its curriculum for professionals seeking to enhance their business processes and discover new meaning and joy in their work.”

OXANA MEADE

Owner - Oxana Salon Nashville

“Growability® helped so much. I hired the best management team, doubled my employees, opened a second location, and became more efficient and strategic. I got my life back!”



“The training is not only comprehensive and professional, it is invaluable for establishing a teamwork and performance management system that accounts for individual strengths.”

STEPHAN GIBSON DVM MPH

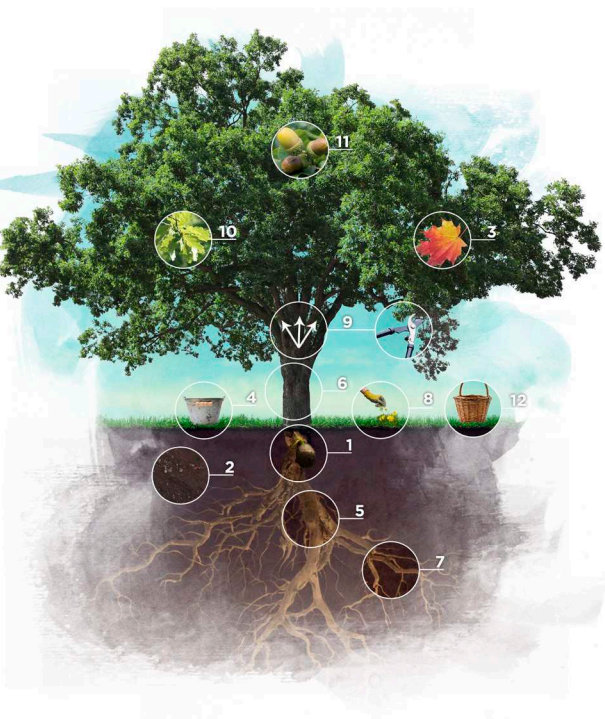
Owner & General Manager at Good Pasture Veterinary Services
Xi'an, Shaanxi, China



COURSE SESSIONS
LOOK LIKE:

- **CONNECTION**
- Wins & concerns from last session
- **CONTENT**
- Growability® worksheets, activities, and discussion
- **COACHING**
- Member “hot seat” and encouragement
- **CONCLUSION**
- Group commitments and closing statements

THE GROWABILITY® MODEL
INCLUDES:



1. **SEED:** *Growability®* Establish Vision
2. **SOIL:** *Growability®* Attract Customers
3. **SEASON:** *Growability®* Plan Strategically
4. **WATER:** *Growability®* Build a Team
5. **TAPROOT:** *Growability®* Set Goals
6. **TRUNK:** *Growability®* Create Budgets
7. **ROOTS:** *Growability®* Sell Consistently
8. **GARDENER:** *Growability®* Manage People
9. **BRANCHES:** *Growability®* Manage Projects
10. **LEAVES:** *Growability®* Maximize Time
11. **FRUIT:** *Growability®* Measure Productively
12. **MULTIPLICATION:** *Growability®* Market Persuasively

LEADERSHIP LEVEL I - Certification Available!

Six-months (18-Hour) Program

	Leadership I	Management I	Marketing I
Sess. 1	<input type="checkbox"/> Business Season - 1	<input type="checkbox"/> Organizational Chart	<input type="checkbox"/> Product Value Assessment
Sess. 2	<input type="checkbox"/> Business Season - 2	<input type="checkbox"/> KPIs and KPDs	<input type="checkbox"/> Market & Competitor Analysis
Sess. 3	<input type="checkbox"/> Purpose & Vision Statements	<input type="checkbox"/> Monthly Budgeting	<input type="checkbox"/> Customer Personas
Sess. 4	<input type="checkbox"/> Mission Statement	<input type="checkbox"/> Growability® Score	<input type="checkbox"/> 100 Cups of Coffee
Sess. 5	<input type="checkbox"/> Values Statement	<input type="checkbox"/> DiSC Personality	<input type="checkbox"/> Sales - Suspects & Prospects
Sess. 6	<input type="checkbox"/> Career Sweet Spot	<input type="checkbox"/> Strengthsfinder 2.0	<input type="checkbox"/> Sales - Leads & Opportunities

DELIVERABLES Leadership Level I certification provided upon demonstrating the following abilities:

- | | |
|---|---|
| <ul style="list-style-type: none"> • Ability to understand and create an ideal strategy for your current business season • Ability to design and implement vision, mission, values, and standards of excellence that inspire and motivate teams • Ability to design and implement your ideal role • Ability to design and implement a strengths based organizational chart • Ability to design effective Key Performance Indicators and Key Performance Drivers | <ul style="list-style-type: none"> • Ability to design a cost based budget from scratch • Ability to recognize key personality traits in your team and customers. • Ability to comprehensively assess the strengths and weaknesses of your organization with the Growability® Score • Ability to design target customer personas • Ability to design and implement the foundations for an effective marketing strategy. |
|---|---|

LEADERSHIP LEVEL II - Certification Available!

Six-months (18-Hour) Program

	Leadership I	Management I	Marketing I
Sess. 1	<input type="checkbox"/> Innovation	<input type="checkbox"/> SWOT Analysis	<input type="checkbox"/> Vision, Voice, Visual
Sess. 2	<input type="checkbox"/> Quarterly Focus	<input type="checkbox"/> Inbox Method	<input type="checkbox"/> P-I-T-C-H
Sess. 3	<input type="checkbox"/> Goal Setting	<input type="checkbox"/> RASI, Brainstorms &	<input type="checkbox"/> S-T-O-R-Y
Sess. 4	<input type="checkbox"/> Time Pruning	<input type="checkbox"/> Mastery Guidelines	<input type="checkbox"/> CRM & Community Impact
Sess. 5	<input type="checkbox"/> P-O-W-E-R Habits	<input type="checkbox"/> Quarterly Assessments	<input type="checkbox"/> Advertising & Publicity
Sess. 6	<input type="checkbox"/> Growth Filters	<input type="checkbox"/> Weekly W-A-T-C-H & Daily Plan	<input type="checkbox"/> Marketing Budget

DELIVERABLES Leadership Level I certification provided upon demonstrating the following abilities:

- | | |
|---|---|
| <ul style="list-style-type: none"> • Ability to design and implement a competitive advantage • Ability to create strategic and effective yearly, quarterly, and monthly goals • Ability to purge low value activities from your schedule • Ability to develop and maintain “best practice” business habits • Ability to filter and prune growth opportunities • Ability to create and maintain a healthy task inbox | <ul style="list-style-type: none"> • Ability to develop mastery guidelines and provide comprehensive quarterly team reviews • Ability to design and implement effective meetings • Ability to develop a company voice and brand • Ability to tell a cohesive and compelling company story • Ability to design and implement an effective marketing and advertising budget |
|---|---|

EQUIPPING YOU TO FLOURISH IN LIFE AND WORK **Growability® COACHING**

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: 60-minute sessions monthly / access to a mentor and tool-kit

 **Growability® COLLABORATIVE**

The Growability® Collaborative trains multiple business owners in community. This 12 month immersive educational experience provides practical leadership, management and marketing education in groups of 5-12 hand picked leaders.

SCOPE: 2 - 90-minute group sessions monthly / access to tool-kit

 **Growability® CONSULTATION**

Growability® Consultation is ideal for organizations transitioning from growth to maturity. We help your team build the systems and processes necessary to scale.

SCOPE: 16 hrs-month / access to the Growability® tool-kit



BERNIE ANDERSON

Cross-Cultural Leadership & Nonprofit Consultant

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