



Strategic Growth: Strategy

Syllabus

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Training Overview

Strategy is one of four pillars of the Strategic Growth Framework offered through the Pax8 Academy Instructor-Led Training Subscription. Each training is designed to stand alone and may be taken independently, without any specific order. To get the most out of the training, plan to take all four trainings in the series:

- Strategic Growth: Strategy
- Strategic Growth: Execution
- Strategic Growth: People
- Strategic Growth: Cash Flow

Does your company have a clearly defined strategy? Is that strategy driving sustainable growth in revenue and gross margin?

This training will take you through the steps to articulate a clear and differentiated strategy for company growth. You will create a strategy that leads to domination in your niche while driving sustainable topline revenue growth and increasing gross margin dollars.

This training is designed for:

- Owners
- Executives

Training Inclusions

- 4-hours of virtual, interactive content taught by a Certified Scaling Up Coach with extensive MSP experience
- Downloadable videos* of the content you can watch on-demand at your convenience
- Downloadable slide decks, handouts and resources

Learning Objectives

Partners attending this training will learn how to:

- Understand the Strategic Growth Framework, based on the Scaling Up growth tools, and apply this framework to the company
- Identify the company's value, purpose and competencies
- Articulate a strategy that allows the company to dominate its market niche

* Videos will either be recordings from your session or previously recorded material in which partner faces and voices have been removed. It is recommended to attend trainings live to receive the full benefits of interactive Q&A with the instructor and class participants.

Training Topics

Session 1:

- Introduction to the Strategic Growth Framework
- Focus on the four decisions: People, Strategy, Execution and Cash

Session 2:

- Company values, purpose and competencies
- Interactive session to identify and draft your values, purpose and competencies

Session 3:

- Defining your ideal client
- Defining your services and product offerings
- How to guarantee a client experience that sets you apart

Session 4:

- How to define a differentiating strategy
- Clearly state the drivers of consistent profits

Meet the Instructor



Ron Losefsky
Lead Executive Coach

Email: rlosefsky@pax8.com

LinkedIn: www.linkedin.com/in/ron-losefsky-0178b

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- **[1-5 employees](#)**
- **[6-25 employees](#)**
- **[26-50 employees](#)**
- **[51+ employees](#)**

Additional Resources

Scaling Up Performance Platform: Growing Leaders and Companies

A performance platform designed to help companies grow more intentionally, more quickly, and more profitably

Additional Resources

7-Strata Strategy Framework: A Step-by-Step Tutorial on the Art of Scaling Up

A Scaling Up growth tool used to clearly articulate an organization's go-to-market strategy