



# Executing on the Framework of a Strategic Growth Plan

Syllabus

Updated: July 2025

## Training Overview

After your company creates a comprehensive framework for its growth strategy, the next step is establishing processes and systems to effectively implement it. This training will guide you through the steps needed to establish organizational habits that align all team members with your strategic growth plan, while creating a culture of accountability.

This course is designed for owners and executives of MSPs with revenue greater than \$1,000,000. Company leaders will get the most value from this course. It is not designed for mid-level managers.

Prior to attending this course, it is recommended that you:

- Become somewhat familiar with the Scaling Up methodology by reviewing the *Scaling Up* book by Verne Harnish, specifically the chapter on Execution
- Have a basic understanding of financial reporting (e.g. revenue, gross margin, and net income)

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:

- Gain a comprehensive understanding of the Strategic Growth Framework, based on the Scaling Up growth tools, and effectively apply this framework to their company
- Identify and articulate their company's core values, purpose and competencies
- Develop an actionable execution plan by aligning company vision with company initiatives and priorities
- Increase accountability within their organization by breaking down company goals into individual priorities and Key Performance Indicators (KPIs)

\* 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: Framework Overview

- **Ignite your journey with the Strategic Growth Framework**
- **Focus on the transformative 4 decisions: People, Strategy, Execution, Cash**
- **Identify your company's foundation through values, purpose and brand promise**

### Session 2: Your Company's Foundation

- **Create your step-by-step Strategic Growth Plan utilizing the vision summary sheet.**
- **Learn to use your vision summary to create powerful one-year initiatives and quarterly priorities.**

### Session 3: Develop Your Execution Plan

- **Review company strategic priorities, vision, and initiatives.**
- **Embed these initiatives into individual priorities and KPIs, empowering every team member with a shared vision.**
- **Elevate accountability through insightful leading and lagging indicators.**

### Session 4: Increased Accountability

- **Interactive session on setting appropriate meeting rhythms for effective execution (includes agenda and meeting flow).**

## Meet the Instructor



### Ron Losefsky

**Lead Executive Coach**

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## Additional Resources

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### [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

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### [The 7-Strata: A Scaling Up Step-by Step Tutorial](#)

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