pax8 Academy

IMPLEMENTING A FRAMEWORK FOR STRATEGIC BUSINESS GROWTH

Syllabus

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Course Overview

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

This Instructor Led Course 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 top line revenue growth and increasing gross margin dollars.

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

It is recommended that prior to attending this course you:
- Become somewhat familiar with the Scaling Up methodology by reviewing the book *Scaling Up* by Verne Harnish
- Have a basic understanding of financial reporting (e.g. revenue, gross margin, and net income)

What You'll Get

- 4 hours of virtual, interactive, instructor-led content taught by an expert in the managed services industry
- Downloadable videos* of the content you can rewatch at your convenience
- Downloadable slide decks, handouts, and additional videos

Learning Objectives

By attending this course, Partners will:
- Understand the Strategic Growth Framework, based on the Scaling Up growth tools, and apply this framework to their company
- Identify their company's values, purpose, and competencies
- Articulate a strategy that allows the company to dominate its market niche

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

Schedule of Topics

- Session 1
  - Introduction to the Strategic Growth Framework
  - Focus on the 4 decisions: People, Strategy, Execution, Cash

- Session 2
  - Company values, purpose, and competencies
  - Interactive session to identify and draft the 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

Instructor

Ron Losefsky
Lead Executive Coach

Email: rlosefsky@pax8.com
LinkedIn: www.linkedin.com/in/ron-losefsky-0178b/

Additional Resources

- Scaling Up – a performance platform designed to help companies grow more intentionally, more quickly, and more profitably. Scaling Up Performance Platform -- Growing Leaders and Companies
- 7 Strata – a Scaling Up growth tool used to clearly articulate an organization's go to market strategy. The 7-Strata: A Scaling Up Step-by-Step Tutorial

Next Steps

Explore your next step with Pax8 Academy:
- On-Demand Content
  - Business Planning
- Instructor Led Course
  - Operations for Efficiency and Profitability
- Join a Peer Group
- Sign up for Business Coaching