



Driving Strategic Growth: Building a High- Performance Culture

Syllabus

Updated: July 2025

Training Overview

Do you have “A players” on your leadership team and throughout your organization? Would you enthusiastically “rehire” all your employees, clients, vendors and partners?

This training will introduce a framework for ensuring:

- You only make great hires
- Clarity around what functions and processes are owned by which people
- Your organization stays true to its culture as it grows

This training is designed for owners and executives of IT services companies with revenue greater than \$1,000,000. Leaders of the company will get the most value from this training. This course is not designed for mid-level managers.

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

- Begin to familiarize yourself with the Scaling Up methodology by reviewing the *Scaling Up* book by Verne Harnish, specifically the chapter on Execution
- Review the book *Topgrading*, by Bradford D. Smart

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
- Develop a proven approach to hiring “A players” and holding them accountable
- Increase accountability within their organization by clearly identifying processes and functional relationships

* 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: Strategic Growth Framework Overview

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

Session 2: Key Processes

- **Learn how to identify 5-7 key processes in your organization**
- **Understand the cross-functional reach of most key processes**
- **Identify key performance indicators to drive results**

Session 3: Functional Accountability

- **Review functional accountability**
- **Learn how to increase accountability through financial reporting**

Session 4: Right People, Right Seat

- **Outline a plan for hiring and developing "A players"**
- **How to ensure you put the right people in the right seat with the right goals**

Meet the Instructor



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Additional Resources

[*Scaling Up Performance Platform: Growing Leaders and Companies*](#)

The Scaling Up Performance Platform designed to help companies grow more intentionally, more quickly, and more profitably.

Additional Resources

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

This Scaling Up growth tool can be used to clearly articulate an organization's go-to-market strategy.