

**CREATE ACCOUNTABILITY.
ACCELERATE GROWTH.
BUILD THE CULTURE YOU'VE
ALWAYS DREAMED OF.**

WITH THE SYSTEM & SOUL FRAMEWORK





GOOD TEAMS OFTEN STALL OUT OVER A FEW, CRITICAL PROBLEMS.

1. Dysfunctional dynamics, toxic culture.

It's common for teams to develop bad habits and unhealthy patterns as the business evolves and behavior is left unchecked. While these problems can feel minor in the moment, they can end up creating tons of sideways energy and could result in losing some of your best talent.

"Our team was toxic, unproductive, and unprofessional. . And we needed to have some conversations about who is a good fit, and who wasn't."

2. Wrong people, wrong seats.

The team most small business owners have now (or when they started) are not the right people for the roles you need to take the business to the next level.

"We didn't have the right people in the right seats. And we didn't have the framework to evaluate our lack of accountability. Overall, we had a very weak Senior Leadership Team."

"We did not have a kind of system or framework that kind of pulled everybody together on those initiatives and also gave ownership to other people to take to have responsibility for other things."

3. Not growing, not scaling.

Your business will inevitably reach a point when the processes and activities you spent your time on before aren't scalable or sustainable. Without consistency, predictability, or accountability, the growth engine will stall out.

"We had a growth engine that was working, but not really going very fast—we needed to accelerate."

"There just wasn't that cohesion around, 'what are we actually working toward?'"

We help small business teams go from inconsistent, disconnected, and dysfunctional **to accountable, cohesive, and productive** within the first 30 days of implementing the System & Soul Framework™.



DAY 1

Create clarity and control.

In your first 30 days we'll help you:

- Examine your team for role "FIT"
- Create a clear, functioning Org Chart and Scoreboard
- Establish a weekly meeting cadence
- Create a system for solving challenges and sharing opportunities
- Develop focus around your top initiatives

DAY 30

Unify your team.

One month in we will:

- Articulate the long-term vision and goals of the organization.
- Build out your unique "equation" to get the culture you want.
- Set a new lens around what differentiates your business.
- Clarify the focus and key driver of your business.

DAY 90

Build momentum.

Every 90 days we will:

- Tackle major obstacles as a unified team
- Set our focus for the next quarter
- Work together to build healthier team habits.

"What I like about the System and Soul Framework is that we take and we really remove the chaos and the complexity of the day-to-day operations, especially when it comes to getting people to meet as one and put their ideas on a table. It's a step-by-step process that puts the right team in place."