



# inVantage Ascend Program

## Accelerating Entrepreneurial and Business Growth

### A 12-Month Guided Program

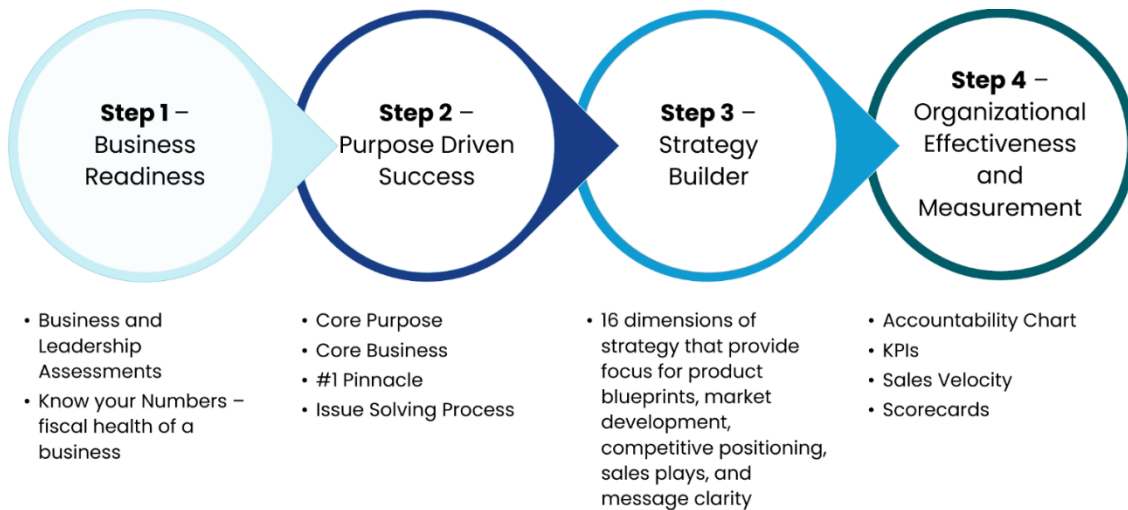
#### Overview

You have a vision for your business and life, and that vision deserves dedicated time and the best growth acceleration tools available. The inVantage Ascend Program (IAP) is designed to help ambitious leaders grow their small-yet-ascending entrepreneurial businesses. With a seasoned Guide by your side, you'll work through issues and proven tools to accelerate your business.

IAP focuses on supporting businesses in the critical scaling phase, providing essential operating system tools and a space to prioritize strategic reflection—often overlooked in the rush of daily operations. This program helps leaders focus on long-term goals, refine market positioning, and align resources for sustainable growth.

Your Guide offers mentorship, structured sessions, and practical resources, enabling you to tackle key business challenges while implementing time-tested business principles effectively during your dedicated 1:1 time.

#### The Ascend Journey



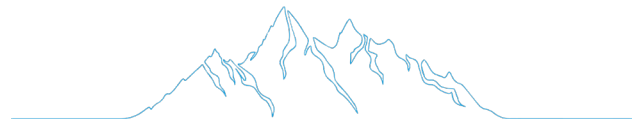
*“Whenever you see a successful business, someone once made a courageous decision.”*

– Peter Drucker

#### Tools

At inVantage, we uniquely combine top business operating systems, offering exclusive access to tailored tools for your business. With certified expertise across multiple systems, we ensure every session delivers meaningful, practical, and effective results.





## Process and Cadence

This 12-month program pairs up to three (3) Leaders within your organization with an inVantage Business Guide to help you achieve your goals. It begins with an initial discussion to define your objectives. Over the year, you'll have regular one-on-one sessions to explore business operating system principles, address key business issues, and follow the structured Ascend Journey. The Ascend Program covers these key principles and tools:

<b>Month #1: Business Readiness</b>	<b>Month #7: Strategy Builder – Part V</b>
<b>Step 1: Profit on Purpose</b>	<b>Step 3: Brand Promise</b>
<ul style="list-style-type: none"> <li>• Baseline Assessment &amp; Goals</li> <li>• Know your #'s: 20 Key Factors</li> <li>• DiSC Work of Leaders</li> <li>• 30-day Scramble Rock</li> </ul>	<ul style="list-style-type: none"> <li>• Mindshare</li> <li>• Brand Promises &amp; Guarantees</li> <li>• ISP Time for Key Business Issues (2 hrs)</li> <li>• 30-day Scramble Rock</li> </ul>
<b>Month #2: Purpose Driven Success</b>	<b>Month #8: Strategy Builder – Part VI</b>
<b>Step 2: Building the Culture</b>	<b>Step 3: Differentiation</b>
<ul style="list-style-type: none"> <li>• Core Purpose</li> <li>• Core Business</li> <li>• ISP Time for Key Business Issues (2 hrs)</li> <li>• 30-day Scramble Rock</li> </ul>	<ul style="list-style-type: none"> <li>• Key Plays</li> <li>• One Phrase &amp; 5 Tests</li> <li>• ISP Time for Key Business Issues (2 hrs)</li> <li>• 30-day Scramble Rock</li> </ul>
<b>Month #3: Strategy Builder – Part I</b>	<b>Month #9: Strategy Builder – Part VII</b>
<b>Step 3: Market Position &amp; Analysis</b>	<b>Step 3: Strategy Summary</b>
<ul style="list-style-type: none"> <li>• Target Market</li> <li>• Market Positioning</li> <li>• ISP Time for Key Business Issues (2 hrs)</li> <li>• 30-day Scramble Rock</li> </ul>	<ul style="list-style-type: none"> <li>• Strategy Summary</li> <li>• What's Next?</li> <li>• ISP Time for Key Business Issues (2 hrs)</li> <li>• 30-day Scramble Rock</li> </ul>
<b>Month #4: Strategy Builder – Part II</b>	<b>Month #10: Organizational Effectiveness</b>
<b>Step 3: Competitive Advantage</b>	<b>Step 4: Accountability in Action</b>
<ul style="list-style-type: none"> <li>• Competitor Analysis</li> <li>• The Value Triangle</li> <li>• ISP Time for Key Business Issues (2 hrs)</li> <li>• 30-day Scramble Rock</li> </ul>	<ul style="list-style-type: none"> <li>• Accountability Chart</li> <li>• Key Performance Indicators (KPIs)</li> <li>• ISP Time for Key Business Issues (2 hrs)</li> <li>• 30-day Scramble Rock</li> </ul>
<b>Month #5: Strategy Builder – Part III</b>	<b>Month #11: Organizational Measurement</b>
<b>Step 3: Revenue Strategy</b>	<b>Step 4: Win the Week</b>
<ul style="list-style-type: none"> <li>• Product/Service Offerings</li> <li>• Pricing &amp; Distribution Channels</li> <li>• ISP Time for Key Business Issues (2 hrs)</li> <li>• 30-day Scramble Rock</li> </ul>	<ul style="list-style-type: none"> <li>• Scorecard</li> <li>• Sales Velocity Mapping</li> <li>• ISP Time for Key Business Issues (2 hrs)</li> <li>• 30-day Scramble Rock</li> </ul>
<b>Month #6: Strategy Builder – Part IV</b>	<b>Month #12: 3 Year Picture &amp; 1 Year Plan</b>
<b>Step 3 Brand Messaging</b>	<b>Closing: Charting the Future</b>
<ul style="list-style-type: none"> <li>• Branding</li> <li>• Differentiation</li> <li>• ISP Time for Key Business Issues (2 hrs)</li> <li>• 30-day Scramble Rock</li> </ul>	<ul style="list-style-type: none"> <li>• 3 year Picture</li> <li>• 1 year Plan</li> <li>• FAST Rocks</li> <li>• SVEP</li> </ul>

*"The way to get started is to quit talking and begin doing."  
– Walt Disney*

## Benefits & Investment

**\$2,000/mo. for up to 3 ppl.**

- Pre-program assessment of goals and objectives along with financial health reviews.
- 3 hrs./mo. of dedicated time with a Business Guide for up to three (3) Leaders.
- Focused sessions based on business operating system tools, along with Issue Processing time.
- Invitations to exclusive inVantage webinars.
- Promotion and recognition with inVantage social media