

SRBX  CIEF

# NEXT

## GROUNDBREAKERS ACADEMY

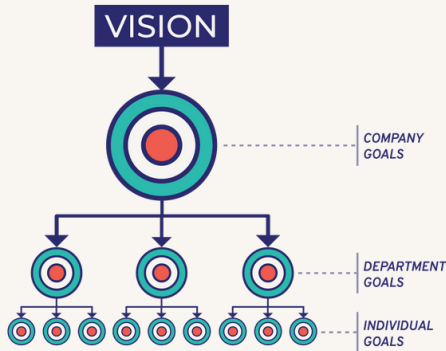


**Empower your team with the business knowledge, skills, & resources to build a more successful organization.**

To learn more and register visit: [www.goalmakers.com/cief](http://www.goalmakers.com/cief)



# CURRICULUM OVERVIEW

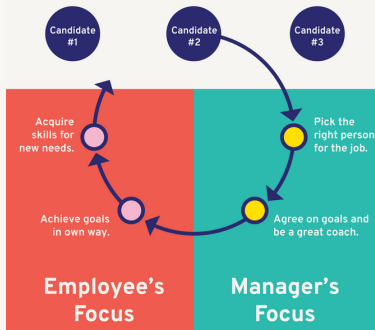
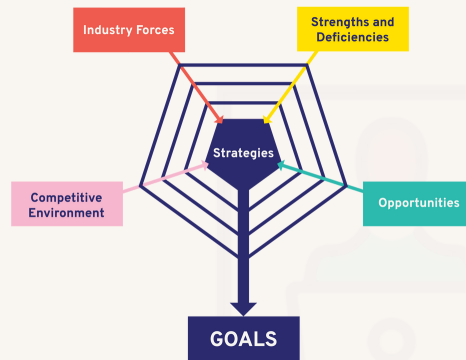


## Set Goals All the Time

Craft a vision, your long-term goal 3-5 years from now and the North Star for your entire team. Learn what makes a 'good goal' and create company-wide, department-level, & individual goals that align with your vision.

## Focus on the Process, Not a Plan

Get a baseline of your company's current status by collecting valuable information from the entire organization. Adopt an agile planning process to adapt in today's ever-changing conditions.



## Coach the Right People

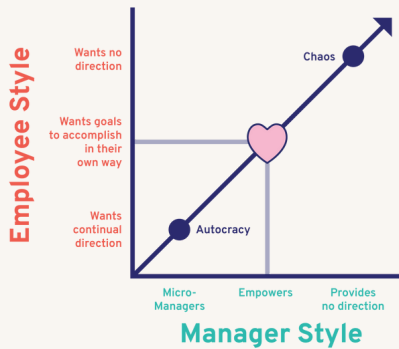
Clearly define positions and create position descriptions for ourselves and key roles within your organization. Identify the right natural abilities and determine if your people are in the best place for success.

## Serve the Right Customer

Identify your right customers, then determine how you find more of them. Build a sales process, streamline your operations processes, and foster a culture & strategies necessary to serve the right customer.



# CURRICULUM OVERVIEW



## Empower Your Entire Team

Learn how managers empower their team members by establishing clear goals and allowing people to achieve those goals in their own way. Implement our empowerment system of “wide boulevards, high curbs”.

## Do the Right Things Right

Use six simple tools to measure and manage your company’s performance. Build your own System of Managing, provide clarity and purpose, steering team members to accomplish their individual and company goals.



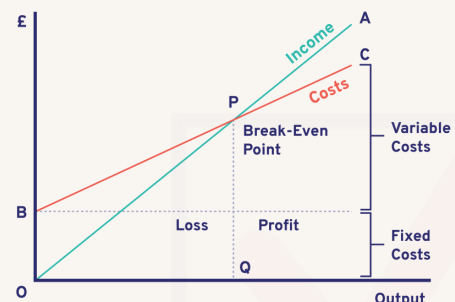
| Year One                        |   | Year Two                        |  | Year Three                      |   |
|---------------------------------|---|---------------------------------|--|---------------------------------|---|
| <b>Activities</b>               | Buy Stuff<br>Plant 1 <sup>st</sup> Crop                                     | <b>Activities</b>               | Buy More Stuff<br>Plant 2 <sup>nd</sup> and 3 <sup>rd</sup> Crops<br>Harvest 1 <sup>st</sup> Crop<br>Sell Most of 1 <sup>st</sup> Crop | <b>Activities</b>               | Buy More Stuff<br>Plant 4 <sup>th</sup> and 5 <sup>th</sup> Crops<br>Harvest 2 <sup>nd</sup> and 3 <sup>rd</sup> Crops<br>Sell Most of 2 <sup>nd</sup> and 3 <sup>rd</sup> Crops<br>Sell Rest of 1 <sup>st</sup> Crop |
| <b>Revenues</b>                 | \$0   | <b>Revenues</b>                 | \$10,000   | <b>Revenues</b>                 | \$22,000  |
| <b>Expenses</b>                 | Tractor \$25,000<br>Fertilizer \$1,500<br>Seed \$800<br>Other tools \$2,000 | <b>Expenses</b>                 | Tractor Tools \$5,500<br>Fertilizer \$3,000<br>Seed \$1,600<br>Other tools 4,000   | <b>Expenses</b>                 | Tractor Tools \$2,500<br>Fertilizer \$3,000<br>Seed \$1,600<br>Other tools 3,000  |
| <b>Cash left over or (owed)</b> | (\$29,300)  | <b>Cash left over or (owed)</b> | (\$4,100)  | <b>Cash left over or (owed)</b> | \$11,900  |

## Demystifying the Financials

Understand how to read and use financial statements through our case study as real-world context. Learn how to use projections, inventory, accounts receivable, and cash flow to build stronger businesses.

## Applying the Financials

Focus on elements that grow (or shrink) the bottom line, starting by calculating your own financial ratios and setting realistic goals. Understand how to use cash flows and break-even analysis in everyday decisions.



# FACILITATION OVERVIEW

Groundbreakers Academy is a 10-week facilitated learning experience featuring bi-weekly collaboration & discussions.



## Program Kick-Off & Onboarding:

Meet the cohort of your peers in the program! Then discuss how to use the GoalMakers platform and provide an overview of the curriculum and key dates.



## Vision, Goals, & Planning Process

Establish your personal goals to work toward and create action steps to achieve them. Then discuss market changes with the cohort and how we can create strategy adjustments to adapt to these external forces.



## The Right Team & Right Customers

Does everyone understand their role, are they in the right role, and how do you hire the talent you need to grow? Once you have the right team, determine how you can best define and serve the **right** customer.



## An Empowered System of Management

A great manager empowers their team to achieve their goals without micro-management or being hands-off, we will discuss both the empowerment style and proper systems to be a master manager.



## Demystifying the Financials

Financial understanding breeds accountability, we will discuss the key financial documents you must understand as you grow in your career.



## Applying the Financials + Graduation

How do you apply these financial lessons in your day-to-day? We close with guidance on how to continue your growth beyond this program.