

THE 12-MONTH ***ULTIMATE*** SCALING UP PROGRAM

Scaling made **SIMPLE**

SCALING UP 
CALIFORNIA

"The greatest danger in times of turbulence is not the turbulence – it is to act with yesterday's logic."

Peter Drucker

The Ultimate Scaling Up Program

The 12-month accelerated program puts together decades of hands-on experience, the latest tested and trusted cutting-edge management tools, and individual 1-on-1 support. It equips your team with the skills, the discipline, and the entrepreneurial passion to grow as fast as possible. The program keeps everyone accountable to accomplishing his or her part of the journey.

Within 12 months you will:

1. Gain understanding of the driving forces and **future scenarios** for your industry
2. Discover future **GROWTH opportunities** and set clear **targets**
3. Define a **clear strategy**
4. **Design organizational structure** and processes to enable fast and efficient execution
5. **Establish habits and routines** to enhance personal and team efficiency and execution capabilities

IT IS SIMPLE

Some consultants, professors and professionals complicate things. The ultimate efficiency hack is the Pareto effect – 20% of efforts yield 80% of results – in most cases. We are committed to identifying the 20% and doing it in the cost efficient way.

WE PREACH WHAT WE PRACTICE

We are not consultants. **We are entrepreneurs at heart.** We have started, managed and advised tens of thousands of businesses around the world. We never charge per hour. We are passionate about what we do and we treat your business if it were our own. We will never advise you to pay for something we would not do ourselves.

IT IS NOT FOR EVERYONE

Our experience with thousands of executives around the world, confirms that those obsessed with absolute precision of data and and in search of certainty and predictability, fail to grasp fully the opportunities ahead. In the age of the **exponential organization**, there is no forecast. You have to put your faith in **vision, hire the best people**, and work **VERY** hard. If you know the outcome, it is **NOT** an innovation. If everything is under control, you are not moving fast enough. If you believe that real life is the best classroom, we are keen to welcome you into the program. We will have fun working together and creating value.

"Rockefeller system delivers more value for the \$ than anyone else in the business!"

Henry McGovern, Chairman and CEO AmRest

CLARITY

ENERGY

SPEED

Outcomes

1. The executive team is healthy and aligned.
2. Everyone is **ALIGNED** with the #1 goal for the year and the quarter.
3. Communication **RHYTHM** is established and information moves throughout the organization fast.
4. Every facet of the organization has a person assigned with **ACCOUNTABILITY** and goals are met.
5. Ongoing employee **FEEDBACK** is collected to identify obstacles and opportunities.
6. **REPORTING** and analyses of customer feed-back is a frequent and accurate.
7. Core **VALUES** and purpose are alive in the organization.
8. Employees can articulate clearly the company **STRATEGY** and long-term goals, core customer profiles, and brand promise.
9. Everyone has **PRIORITIES** and **KPIs**.
10. The company plans and **PERFORMANCE** are transparent and visible to everyone.

"To every CEO I meet I say that they needed to attend a Rockefeller Habits workshop and if they did not love it I would pay for their attendance!"

Dwight Cooper, CEO PPR Healthcare Staffing

Our Global Vision

20,000 Scaleups 

Your growth journey will be guided by the best Scaleup coaches in the world. After decades of success we have created a comprehensive curriculum using cutting edge management tools that have been designed to equip you and your team with the skills, discipline and entrepreneurial passion to grow as fast and smart as possible.

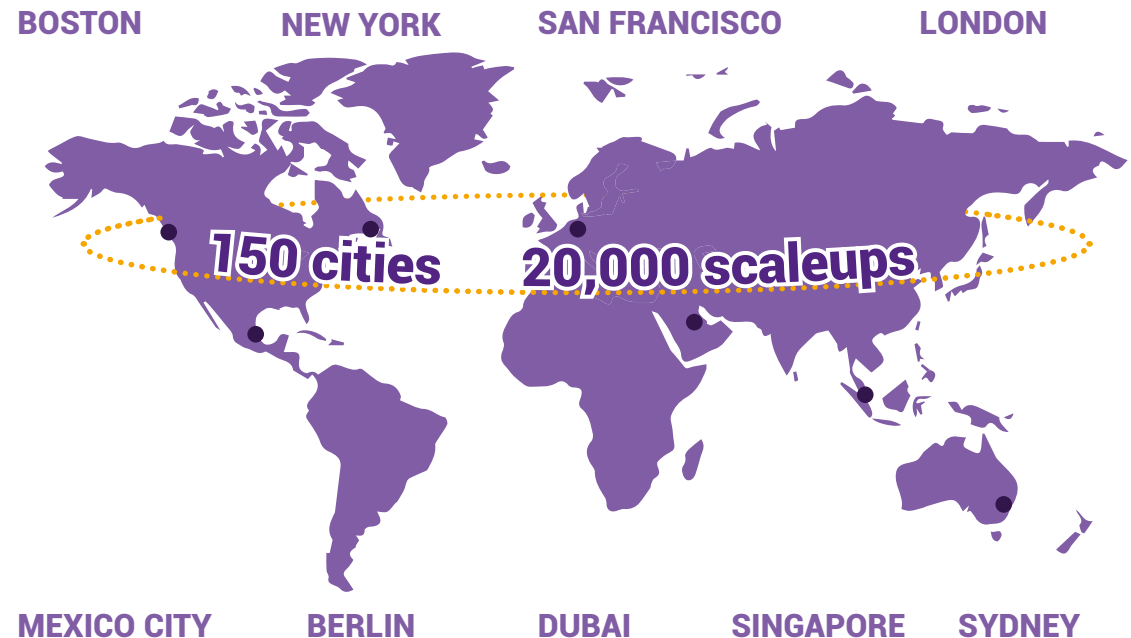
We will help you and your team implement the Rockefeller habits and the Scaling Up Performance Platform that are set out in the best-selling Scaling Up book by Verne Harnish.



Harvard Certified

After completing the 12-month program, CEOs will have the opportunity to attend Harvard Universities, alongside other CEOs from around the globe.

The partnership with Harvard furthers the academic rigour and prestige we hold our global program standards to. All CEOs attending the program will have the opportunity to attend Harvard for a two-day intensive workshop at the end of the year long program, and earn a Master's Certificate.



Application Process

We are looking for leadership teams interested in growth and have a clear and compelling drive to achieve it. Most leaders talk about growth, yet very few have what it takes to actually pursue it. We are looking for leadership teams that are passionate about their mission.

This year-long program will include up to 5 leadership teams who are willing to lean in and do the work to provide opportunities within their company and their community.

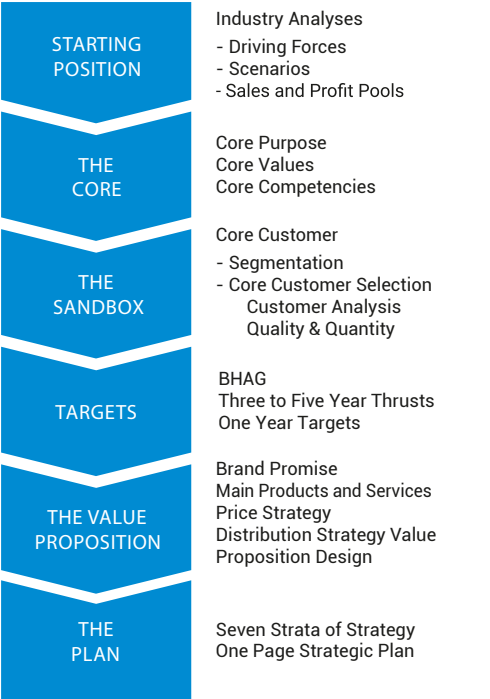


PROGRAM DELIVERABLES

PEOPLE



STRATEGY



EXECUTION



CASH



12 MONTH PROGRAM

CLASSROOM SESSION 1 TWO AND A HALF DAYS			CLASSROOM SESSION 2	CLASSROOM SESSION 3	CLASSROOM SESSION 4	HARVARD
INTRODUCTION	SCALING UP MASTERCLASS	STRATEGIC THINKING MASTERCLASS	PEOPLE MASTERCLASS	EXECUTION MASTERCLASS	CASH MASTERCLASS	20,000 SCALEUPS SUMMARY
1/2 day						2 days for CEOs only
Introduction to the program	Mastering the Rockefeller Habits	SWT	Right people, right seats, doing the right things	Process Accountability Chart	The fundamentals of Cash	CEOs gather at Harvard University for a 2-day session recap and discussion about the program.
Goals for the next 12 months	One Page Strategic Plan	Exponential Thinking Growth Strategy Review	Hiring Top Talent	Priorities 'Making the main thing, the main thing'	Accelerating Cashflow	Friday Welcome Reception
10x Leadership Tour	Seven Strata of Strategy	New Offering Gate Process	Functional Accountability Chart	Data and Metrics	The Power of One	Saturday Harvard Professors
Scaling Up Assessment	Words You Own	Inorganic Growth	One Page Personal Plan	SWOT	Flywheel	Special Keynote Speakers
Meeting Management	Sandbox and Brand Promises	BHAG (10 - 25-year Goal)	Talent Assessment Chart	Core Competencies	Annual Goals	Campus Tour
	Brand Promise Guarantee	3HAG Annual Goals	Core Values	Quarterly Priorities	Company & Individual Priorities	Reception and Dinner at Famous Harvard Faculty Club
	One-Phrase Strategy	Company & Individual Priorities Main Thing	Core Purpose	Quarterly Theme	Quarterly Theme	Sunday Harvard Sessions
	Differentiating Activities	Critical Number	Quarterly Priorities			
	X-Factor (10X - 100X)	Quarterly Theme	Quarterly Theme			
	Profit per X					

CEOs gather at Harvard University for 2-days of learning and sharing of best practices



CREATE YOUR DREAM BUSINESS

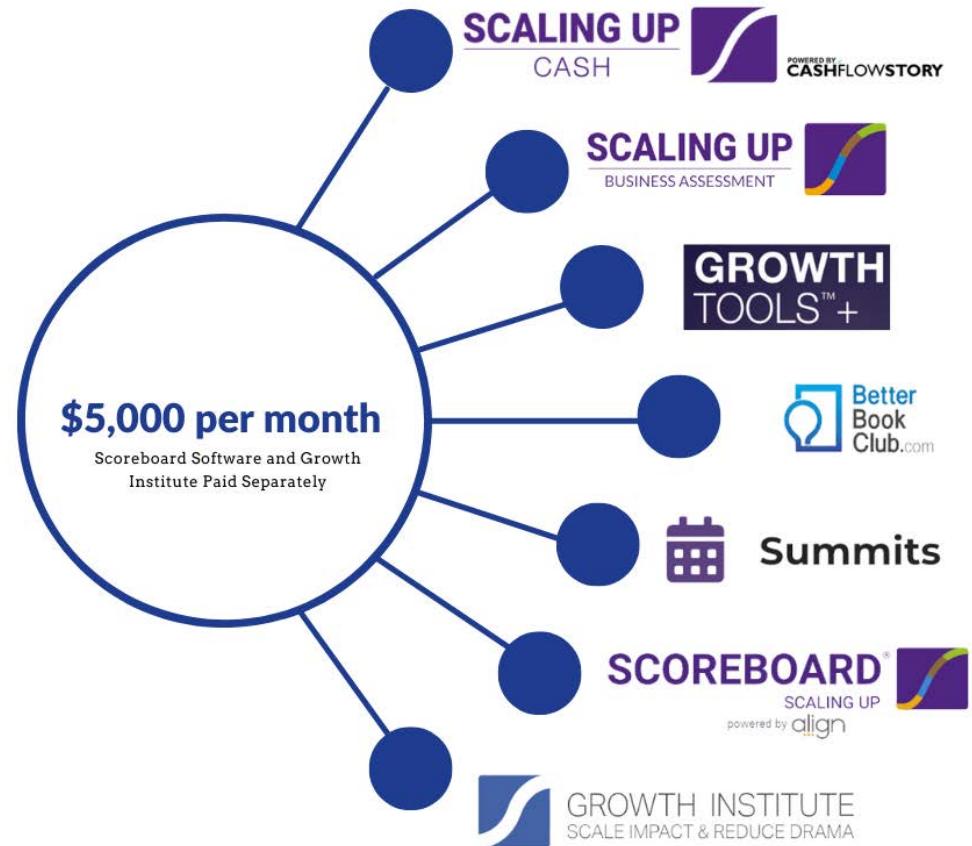
- ✓ The program has been designed to ensure that you and your team have mastered the entire **Scaling Up curriculum**, focused on **People, Strategy, Execution and Cash**.
- ✓ Work alongside up to 4 other high growth organizations and benefit from the power of peer-to-peer learning in our **Quarterly Executive Sessions**.
- ✓ This is a unique **1-year sprint** to learn, implement, and master business best practices to **create a healthy and scalable company**.
- ✓ Your team will be **fully engaged and aligned**, focused on the company Quarterly Priorities.
- ✓ Team members will be **accountable** to achieve their goals.
- ✓ By becoming a Scaleup you will be **providing opportunities** within your company and community.
- ✓ We will have **FUN** winning!



San Diego Scaling Up Coach
Dale Robinette

WHAT ARE THE BENEFITS OF JOINING THE NEXT COHORT IN SAN DIEGO?

- ✓ Each participating company will have access to the very best **Scaling Up** tools, including:
- ✓ **Scaling Up Cash** is an amazingly simple & unique software that helps you improve Profit, Cash Flow and Value.
- ✓ **Scaling Up Assessments** help identify the gaps in the organization to apply proper focus.
- ✓ Leaders are readers and the **Better Book Club** is a community of leaders providing book recommendations.
- ✓ Discounted access to **Scaling Up Summits** with peers from around the world learning best practices.
- ✓ *The **Scaling Up Scoreboard Software** easily creates focus around outcomes for every team member.
- ✓ *The **Growth Institute** for continued online learning of the fundamentals of Scaling Up.
- ✓ * **CEO Summit at Harvard University**



**Additional Fees Apply*

EXECUTIVE TEAM DEVELOPMENT



Sponsors



Venue
Troutman Pepper
11682 El Camino Real, Ste 400 San Diego, CA 92130

2023 Cohort Dates
Session 1: Sept 27 - 29, 2023
Session 2: December 8, 2023
Session 3: March 22, 2024
Session 4: June 2, 2024

Apply Today

We are now accepting applications from organizations who have strong ambitions to Scale Up over the coming years.

For more information please contact Dale Robinette at dalerobinette.com/ contact

Contact

City Leader - San Diego: Dale Robinette
email: robinette.dale@gmail.com
phone: 858-361-0013
www.DaleRobinette.com

Simplicity is the ultimate sophistication

SCALING UP 
CALIFORNIA