



strategically build value
in your company and create
a legacy worth sharing



www.BigSkyWay.biz



LEADING BUSINESS CERTIFICATE

“
98% of attendees
agree our education
is a valuable
investment in the
future of their
organization”

Program Description

Enormous potential exists when leaders possess strong business acumen. Unfortunately, as many leaders grow in their organization due to their subject matter expertise, they lack strong fundamentals in business finance, growth, marketing, operations, and strategy. Leaders need to rise above their departments and subject matter expertise and contribute to the overall success of the organization.

Big Sky Way's Leading Business Certificate Program is designed to provide research-based strategies and skills for developing business savvy leaders. Our goal is to help leaders and leadership teams bring greater value to their organization.

Who is this program designed for?

SENIOR LEADERSHIP ★ BUSINESS OWNERS ★ FUTURE LEADERS ★ ESTABLISHED ENTREPRENEURS

Looking to:

- ★ Gain business strategy skills and common sense Main Street business acumen
- ★ Improve overall business acumen in Finance, Strategy, Operations, Growth, & Marketing
- ★ Overcome business owner personal dependence and escape the ownership trap
- ★ Grow beyond being a Subject Matter Expert and influence organizational effectiveness
- ★ Increase value of the business and future sellability



Educational Delivery

Delivery is LIVE Online for 12 sessions (24 Hours)
2-days per week x 2 hours for 6 weeks

PARTICIPANTS RECEIVE THE FOLLOWING:

- ★ **CERTIFICATE:** Upon successful completion, participants will receive a joint Workforce Development Certificate from Big Sky Way and Dawson Community College; A Montana University System.
- ★ **RESOURCE PLATFORM:** LIFETIME ACCESS to the Leading Business resource platform, access to all content covered in class + MORE! Pre-recorded presentations, course manuals, scripts, and exercises.
- ★ **COACHING:** 1 Performance Coaching Session
- ★ **WORKSHEETS:** 16+ Ready to use Worksheets
- ★ **ASSESSMENT:** Everything DiSC® Work of Leaders Profile for Leading the Organization

Introduction to Leading Business

This section introduces participants to concepts of company valuation, overview of the 8 researched key drivers of business valuation, and introduction to the leading business topics of growth, finance, marketing, strategy, and operations.

Growth: Promoter Customers

This section is dedicated to benchmarking customer satisfaction with participant's business against most successful and fastest growing companies in the world. This includes participant's anonymously deploying a Net Promoter Score (NPS), predictive of a company's growth rate, to gather input from customers.

Growth: Market & Product/Service Development & Scaling

This section will review participants product and service mix to maximize for growth potential, and pinpoint those with the highest growth potential and lowest investment risk. This includes a road map of participant's products and service that can be offered to grow the business with least amount of risk. Further, participants will identify products/services that have the potential to scale up the fastest. This includes a road map of the products/services that help grow the business while minimizing resource dependency.

Growth: Recurring Revenue

This section will overview different types of recurring revenue models, and their ability to increase business value, smooth out demand for more efficiency, and improve cash flow and profitability. This includes identifying recurring models that best fit participant's business.

Strategy: Monopoly Control

This section is designed to help participants isolate the attributes and qualities of the business that generate a defensible market position. This includes illustrating which marketing message gives the business and its products and services the highest degree of differentiation from your competitors and most meaningful to customers.

Strategy: Discipline of Market Leaders

This section is dedicated to help participants identify a value discipline strategy: operational excellence, product leadership, or customer intimacy. This includes understanding customer value, excelling in a specific dimension, maintaining a standard threshold, and building well-tuned operations models dedicated to market strategy.

Marketing: Principles

These sections will overview the basic marketing principles of market analysis, competition, and marketing strategies. This includes product/service solutions, branding, sales scripting, pricing menus, bundling, competitor landscape, customer characteristics, and promotional strategies.

Finance: Financial Statements & Analysis

This section will focus on interpreting the big 3 financial statements and supporting analysis. This includes interpreting accrual-based income statements, balances sheets, and cash flow statements. Further, top financial ratios are calculated for further analysis and meaningful metrics are identified for balanced scorecards.

Operations: Efficiencies

These sections are dedicated creating day-to-day efficiencies in operations. This includes clarity in organizational roles and communication, latest trends in standard operating procedures, automation, smart time management, reducing excess dependencies on suppliers/customers/key employees, and customer service standards.

Finance: Budgeting & Decision-Making

This section helps participants understand managing day-to-day finance. This includes developing and managing cash flow budgeting, including operating line calculator, isolated enterprise budgeting, and working capital management. Decision making tools derive from these skills in the form of cost-benefit analysis and break-even analysis.

Instructor

Dr. Eaton holds advanced degrees in business, psychology, and education leadership, and undergraduate degrees in business, psychology, and psychotherapy. Growing up on a large corporate farm and ranch gave Dr. Eaton a running start on all things small business management. After leaving, he has spent most of his career working in, or with, small and medium sized businesses. Inspired by his background in agriculture, Dr. Eaton finds great joy in weaving Big Sky principles into the complexities of the 21st century organization.



Dr. Chance Eaton

ADVANCED Leading Business Certificate Option

If you are a Small Business or Established Entrepreneur, the ADVANCED option will add essential knowledge and skill. Most business owners share one thing in common – they are fiercely independent! They started the business to have the freedom to do things their way, to work with who they wanted when they wanted, and gain financial freedom. But over the years, they fell into the ‘owner’s trap’, where the business becomes too reliant on their presence. As a result, business slows when the owner is away, revenue plateaus, and most important, the business is not sellable.

The ADVANCED option will help Small Business Owners and Established Entrepreneurs build a valuable business that is less dependent on the owner. Further, a valuable business comes with greater options for the future, including outright sale, capital investment, pass down to family, or participation as chairperson. The ADVANCED option will help businesses create strategies to help the business stand independent on its own two feet, create less dependency on the owner, improve future sellability, and let the business serve you the owner versus you serving the business.

In addition to the live classes, ADVANCED Option participants stay for *one additional 2-hour session* and an *extra 20-minutes after each class* to take on the Business Owner and Entrepreneur perspective. Further benefits include the following:

- ★ **BONUS! VALUE BUILDER SYSTEM PLATFORM:** 1 YEAR ACCESS including tutorials, activities, and strategy mapping
- ★ **BONUS! ASSESSMENTS:** Annual Value Builder Score™ (business valuation), PREScore™ (readiness to sell business) and Freedom Score (financial readiness to exit business)
- ★ **BONUS! BOOK:** Built to Sell: Creating a Business That Can Thrive Without You
- ★ **BONUS! FINANCIALS:** 1-Years Accrual Financial Statements & Ratios using your most recent financials.

Our Signature Workforce Development Certificate
is brought to you in partnership by:

