

Masterclass Summarized Transcript

A portrait of a woman with long dark hair, wearing a white blazer over a patterned top, sitting and smiling.

A Force for Good

Accelerate!

The Four Stages of Growth with the FFG ToolKit

The cover of the book 'The Force for Good ToolKit' by Coco Salomon. It features a glowing orange and yellow abstract shape on a dark background.A diagram showing a growth curve with four phases: Phase 1 Existence, Phase 2 Survival, Phase 3 Scale, and Phase 4 Impact. The curve starts flat in Phase 1, rises in Phase 2, and then rises steeply through Phase 3 and Phase 4. Icons for Profit, Scale, and Impact are shown on the left side of the curve.

[Access the FFG ToolKit™ Here.](#)

Accelerate! The Four Stages of Growth with the FFG Toolkit™

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Welcome & Opening Context

[00:00:00]

Welcome to *Accelerate! The Four Stages of Growth with the FFG Toolkit™*.

Have you ever felt that the next level of growth for your business is just out of reach?

- Do you dream of assembling a team of top-tier experts in marketing, sales, technology, product development—but find that the cost is prohibitive?
- Does it seem impossible to take a vacation because your business can't run without your daily involvement?

If any of this rings true, you are not alone.

That's why I created the **Force for Good Toolkit™**—a central resource inside the **Force for Good System™**, which is an elevated model of perpetual growth.

About the Force for Good System™

The Force for Good System™ provides the tools and mindsets that help you, your team, and your company grow and prosper.

Today, we're focusing on the *tool of all tools*: the **Force for Good Toolkit™**.

- It's a growing collection of more than **100 growth tools**.
- Delivered as a **downloadable PDF** with live links to every tool.

- It's the most precious of all tools because it gives you *access to every other tool*.

Our goal today:

1. Walk through the **four stages of growth** every company experiences.
2. Show you how the Toolkit and the System help you move through those stages—faster and with alignment.

First Steps with the Toolkit

[00:01:00]

The Toolkit is designed to meet you where you are.

- Start with the **Three Essential Tools**. These are the foundation of the System.
- Then, dip into other tools as challenges or opportunities arise.

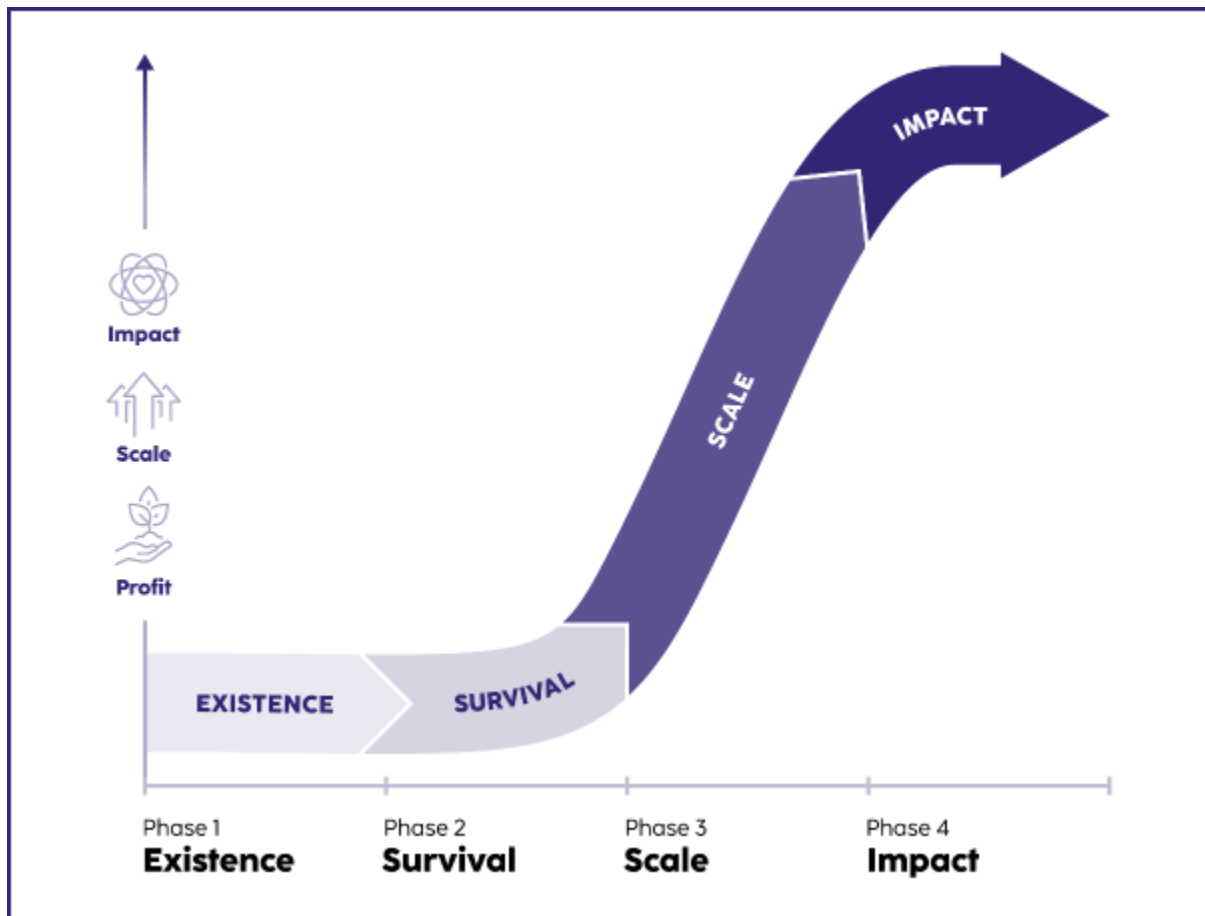
Each time you use a tool, you'll notice growth—within yourself, your team, and your company.

👉 [Download the Toolkit.](#)

The Four Stages of Company Growth

[00:02:30]

The Force for Good System™ helps founders and leaders align and accelerate *impact, scale, and profit*.



On the growth chart:

- **Y-axis:** What we're always trying to grow—Impact, Scale, Profit.
- **X-axis:** The Stages of Growth.

The stages are:

1. **Existence**
2. **Survival**
3. **Scale**
4. **Impact**

Our mission: help you move out of Existence and Survival into Scale and Impact—while staying aligned with your Core Purpose, Vision, and Values.

Stage 1: Existence

- The **startup stage**.
- Your ideas are formulating.
- You're building a viable product or service.
- You've just begun delivering it to your first group of customers.
- Usually: one founder + maybe a couple of team members.

Focus: *get the business off the ground.*

Stage 2: Survival

This stage is deceptive—on the outside, a company may look successful.

- You have customers.
- You may even have profits.
- But growth feels stuck—you can't unlock *Perpetual Exponential Growth*.

The biggest sign: the company is **founder-dependent**.

- Growth is slower than you want.
 - Profit isn't consistent or abundant.
 - And the company isn't giving you the freedom, prosperity, or choices you imagined when you started.
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Stage 3: Scale

The **breakthrough stage**—one that very few companies ever achieve.

- You begin to see consistent, almost guaranteed growth month after month, year after year.
 - The company is positioned to **scale exponentially**.
 - You're reaching new levels of impact.
 - A critical choice emerges: *How much do you reinvest into growth vs. how much do you pay yourself and your shareholders?*
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Stage 4: Impact

- You achieve your first big goals for impact, scale, and profit.
 - Expansion becomes possible.
 - The cycle of **perpetual growth and renewal** begins again.
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Diagnosing Where You Are

[00:05:30]

So—where does your company currently reside?

Consider that question as we continue. With the Toolkit, you'll be able to *diagnose* your stage and select the tools most helpful for your next breakthrough.

The Force for Good Growth Flywheel

[00:06:00]

The **Force for Good System™** is not just a framework. It's a **Growth Flywheel**—an operating system that you install into your company to foster growth, innovation, and transformation.

It works on multiple levels:

- **Company:** Impact, Scale, Profit
- **Team:** Leadership development and collaboration
- **Founder/Individuals:** Freedom, Prosperity, Personal Power

Every time you set a big goal or achieve a new 12-month breakthrough:

- Your company grows.
- You reclaim more personal freedom.
- You expand prosperity for yourself and your team.
- You strengthen inner capacities like self-trust, self-worth, confidence, clarity, and conviction.

The Backbone: Tools

The backbone of the System is the **Tools**.

- They're not powerful because of what they are—they're powerful because of the **questions they ask**.
- As you and your team answer these questions, your wisdom and insights are captured, shared, and revisited.
- This collective input becomes a living map you can return to again and again.

The Toolkit makes these tools accessible in a simple, step-by-step way. Each time you use one, you install part of the system inside your company.

What's Inside the Toolkit

[00:09:00]

Let's open it up. Inside the Toolkit you'll find:

- **Three Essential Tools:**
 - *4-Page Growth Plan™*
 - *Transformational Map™*
 - *Seven Rituals of Innovation™*
- **Purpose Tools:** Inception Story, Core Purpose Creator, Vision Expander, 10-Year Goal Distiller
- **Customer Tools:** Authentic Customer Avatar, Who + What Statement, Customer Journey Designer
- **Profit Tools:** Profit Generator, Growth Model Builder (a meaty section with multiple tools)
- **Experience Tools:** Three Feelings to Cultivate, Impact Mantras, Three Customer Improvements
- **Planning Tools:** Prosperity Expander, SWOT Analysis, Forecast & Budget Builder, 12-Month Breakthrough Goal & Plan
- **Reports:** Key Metrics Dashboard, Company Stage Assessment, Critical Reports Builder
- **Leadership Tools:** Be Wise, Be Transformative, Be of Highest & Best Use

It's rich, detailed, and years in the making.

And remember: it pairs with our book [A Force for Good](#). Each tool in the book links directly to the Toolkit, so the two are natural companions.

Taking Action

[00:14:00]

Here are your next steps:

1. **Download the Toolkit**

👉 [Download the Toolkit](#).

2. **Start with the Three Essential Tools**

These will help you diagnose what else you need.

3. **Join Founder Office Hours**

Bring your questions. Get coaching. Your first session is free.

👉 <https://courses.aforceforgood.biz/founders-office-hours>

4. **Get the Book**

A Force for Good works hand-in-hand with the Toolkit.

👉 aforceforgood.biz/book

Closing

[00:15:00]

Thank you for joining me today as we unpacked the **Force for Good Toolkit™**.

This resource is designed to help you grow and prosper—

- As a person
- As a leader
- As a founder

It will help you create a company that employees and customers cherish.

The world is made better by women-led business.

Let's all go make the world a better place.