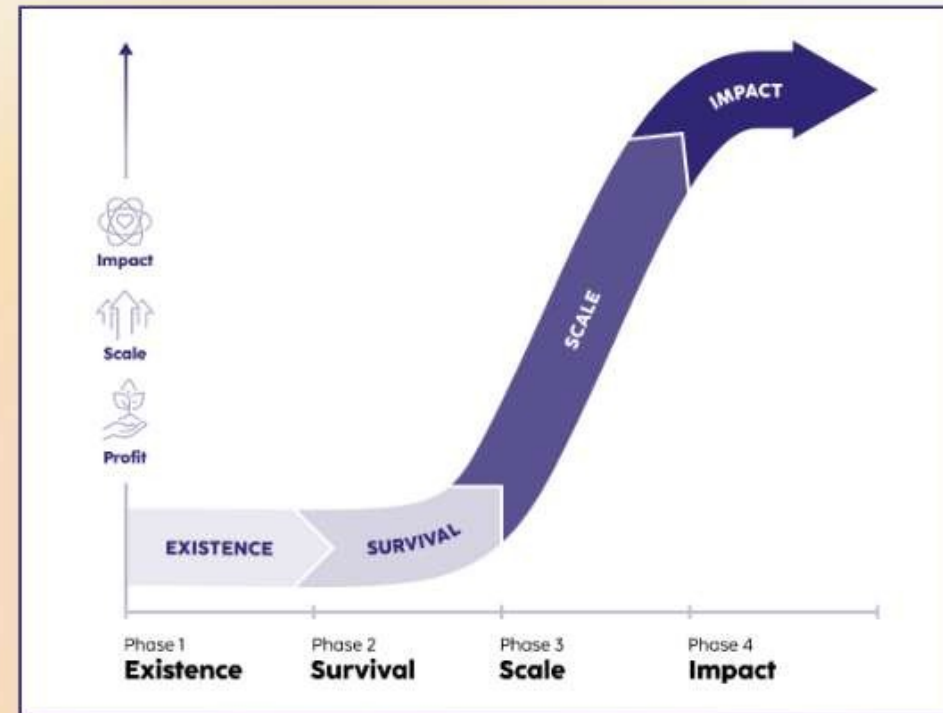




A Force for Good

# Accelerate!

The Four Stages of Growth with the FFG ToolKit







# Today's Purpose

- 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, or product development, but find the cost prohibitive?
- Does taking a break seem impossible because your business can't run without your daily involvement?"

Receive free weekly tools: [aforceforgood.biz/weekly-tool](https://aforceforgood.biz/weekly-tool)





# Welcome

- Welcome to the Force for Good ToolKit Series!
- The Force for Good System is an elevated model of perpetual growth.
- In each mini retreat we introduce tools and mindsets that help you, your team, and your company grow and prosper.

Receive free weekly tools: [aforceforgood.biz/weekly-tool](https://aforceforgood.biz/weekly-tool)

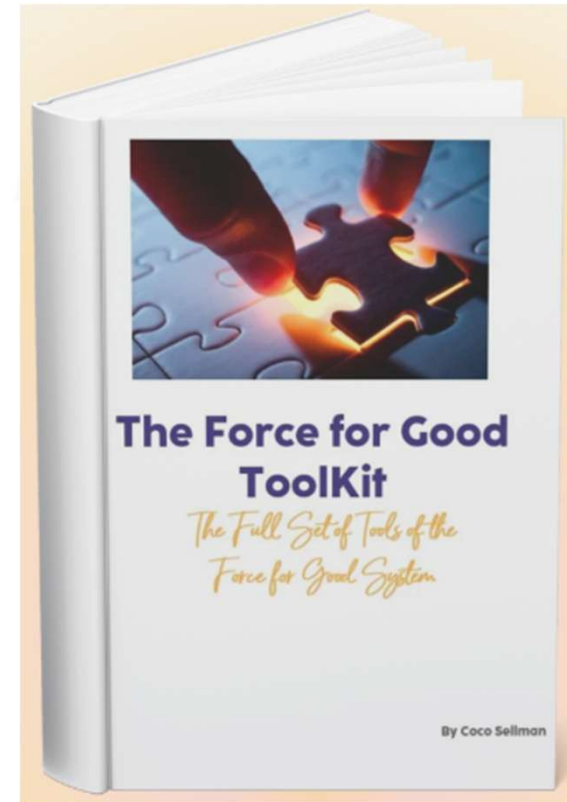




A FORCE FOR  
**GOOD**

# Today's Purpose

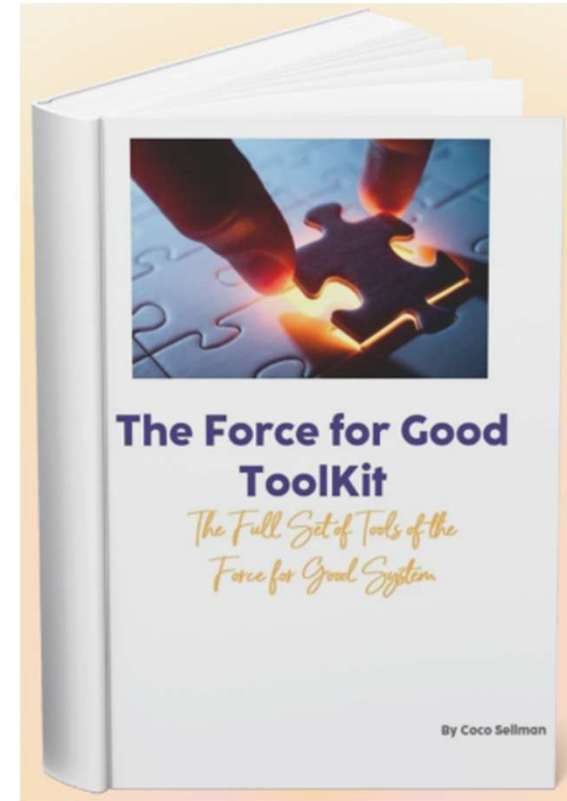
- Today we are introducing the tool of all tools.
- The Force for Good ToolKit
- It is a growing collection of 100+ growth tools that help you, your team, and your company grow and prosper
- It is a PDF document with links to ALL of the tools.
- Free to download this week only.
- Available ongoing when you buy the book, A Force for Good.



Receive free weekly tools: [aforceforgood.biz/weekly-tool](https://aforceforgood.biz/weekly-tool)



- The Four Stages of Growth
- The Force for Good ToolKit™
  - The Essential Three Tools
  - How to Use the Remaining Tools (100+)
  - Get Started



Receive free weekly tools: [aforceforgood.biz/weekly-tool](https://aforceforgood.biz/weekly-tool)

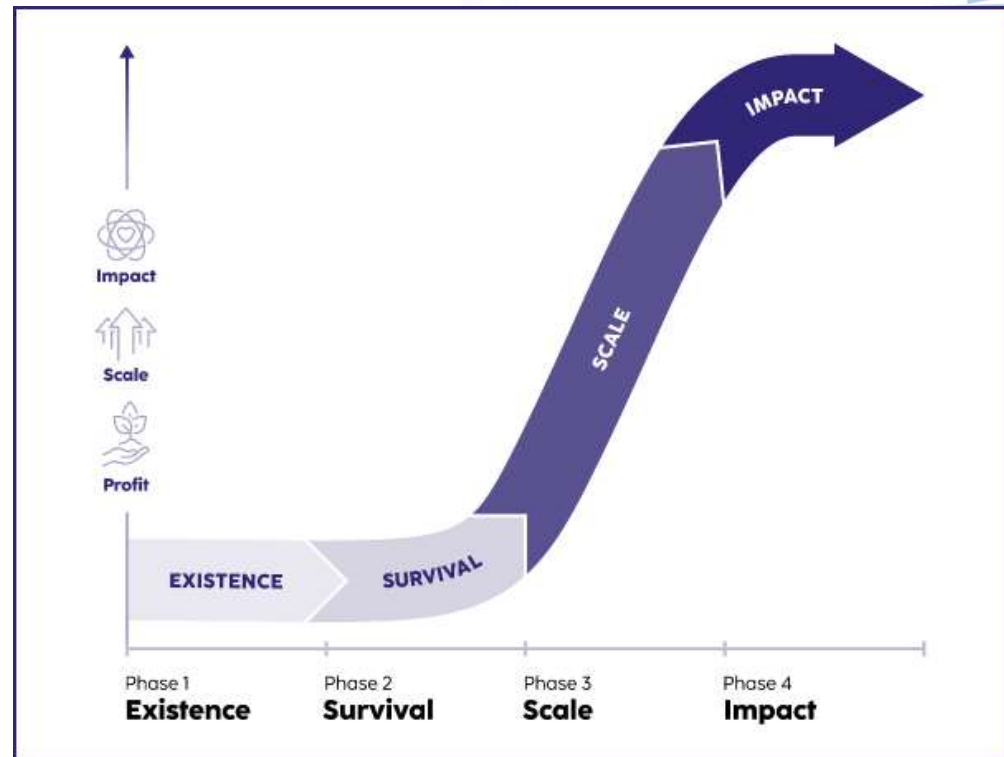




# Stages of Company Growth

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

The FFG system helps companies move out of **Existence** and **Survival** and into **Scale** and **Impact** faster.



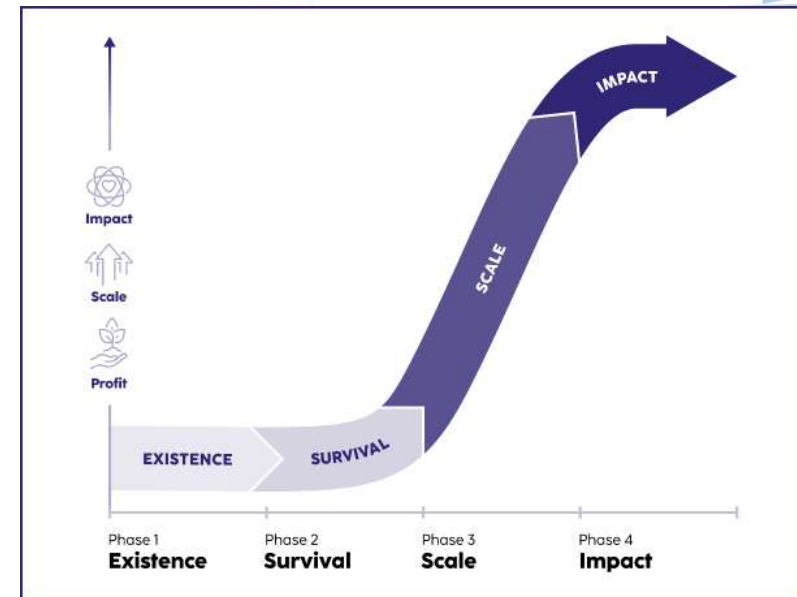
At which stage does your company currently reside?





# Stages of Company Growth

1. **Existence.**
  - Idea formulating and starting to get off the ground.
  - Bringing forth a viable product or service and delivering it to the first group of customers.
  - Founder is the only full-time team member, with perhaps a few other helpers lending some time.
2. **Survival.**
  - Has customers and possibly has some profits.
  - Challenged by unlocking growth (GTM and funds) and is probably heavily founder dependent.
  - Business isn't delivering the freedom, prosperity, or choices for the founder.
3. **Scale.**
  - This is a breakthrough stage that few companies ever reach; most stall-out in "Surviving."
  - Company is positioned to operate, scale exponentially, and achieve ever-higher levels of impact.
4. **Impact.**
  - Achievement of 10-Year Impact, Scale, and Profit Goals.
  - Ready for the next stage of expansion.



**At which stage does your company currently reside?**

Receive free weekly tools: [aforceforgood.biz/weekly-tool](https://aforceforgood.biz/weekly-tool)





# The FFG System™ Helps You Go Farther Faster

- What is the FFG System?
  - It is an elevated model of leading high-impact, high-growth companies.
  - It is an operating system you install into your company that fosters growth, innovation, and transformation.
  - It is a flywheel for growth.
    - Company growth
    - Team growth
    - Leadership growth
    - Personal growth

Receive free weekly tools: [aforceforgood.biz/weekly-tool](https://aforceforgood.biz/weekly-tool)





# The FFG System™ Helps You Go Farther Faster

- For the Company:

- Perpetual growth:

- Impact
    - Scale
    - Profit

- For the Founder and Team:

- Perpetual growth:

- Freedom
    - Prosperity
    - Personal Power

Receive free weekly tools: [aforceforgood.biz/weekly-tool](https://aforceforgood.biz/weekly-tool)





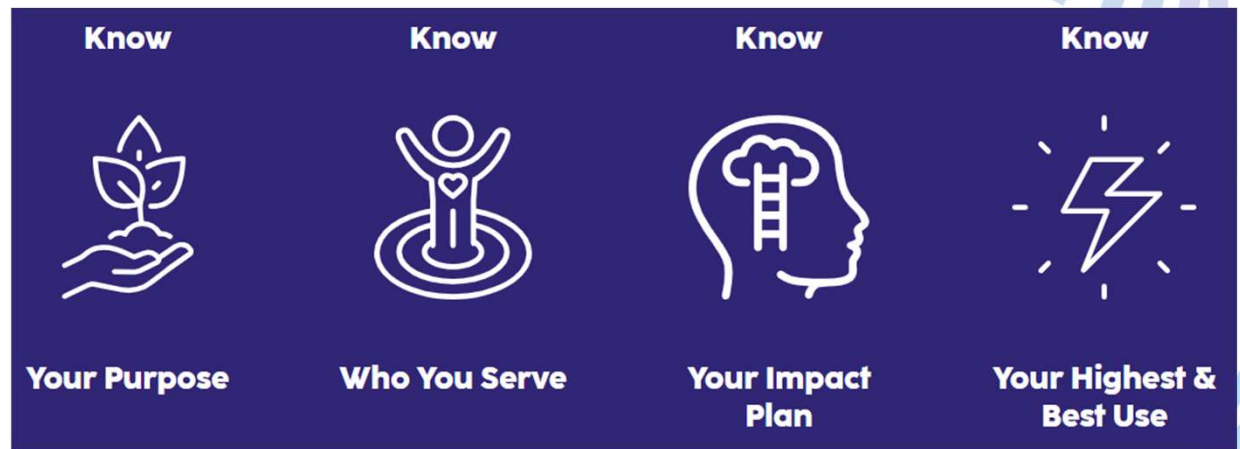
# Perpetual Growth Flywheel

The FFG System is a Growth Flywheel. The Growth Flywheel consists of the Core Growth Elements that empower everyone on your team to participate in the discovery, clarification, and ever-deepening awareness of the Four Crucial Areas of Alignment.

## Perpetual Growth Flywheel



## Four Crucial Areas of Alignment



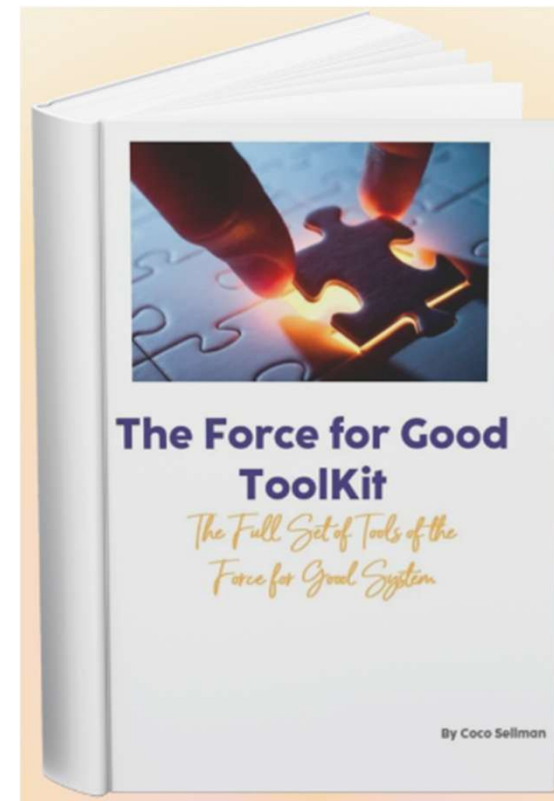
Receive free weekly tools: [aforceforgood.biz/weekly-tool](https://aforceforgood.biz/weekly-tool)





# Force for Good ToolKit

- The FFG ToolKit is the backbone of the System™.
- As you use the tools, you install the system.
- Companion to the Book, *A Force for Good*
- Let's look inside.



Receive free weekly tools: [aforceforgood.biz/weekly-tool](http://aforceforgood.biz/weekly-tool)



# Start with the Three Essential Tools







# 4-Page Growth Plan™ (4PGP™)

**Accelerator - Growth Plan**  
A living, breathing reminder of what is most important for growth.

**KNOW YOUR PURPOSE.**

Core Purpose

300-Year Vision

10-Year Impact Goal

Core Values

**KNOW WHO YOU SERVE.**

Total Available Market

Servicable Addressable Market

Servicable Obtainable Market

Who They Are

Who They Need

Positioning

Core Compet.

Business Mo.

**Accelerator - Growth Plan**  
A living, breathing reminder of what is most important for growth.

**KNOW YOUR IMPACT PLAN.**

Where You Are

☐ Stage 1 - Existence

☐ Stage 2 - Survival

☐ Stage 3 - Scaling

☐ Stage 4 - Impact

**Profit & Loss History**

	2 Years Ago	Last Year	YTD	YTM Monthly Avg.	YTM Annual Est. Rate
Total Units Sold (\$)					
Revenue (\$)					
Costs (\$)					
Gross Profit (\$)					
Net Profit (\$)					
Net Income (\$)					
Net Margin (%)					

**Key Performance Indicators - Monthly Dashboard Metrics (Last 12 Months)**

Months Ago	12	11	10	9	8	7	6	5	4	3	2	1
Metric												
Goal												

**Products & Services**

	Q1	Q2	Q3	Q4	YTD	YTM	YTM	YTM	YTM
Core Product & Service Line									
Q1									
Q2									
Q3									
Q4									
YTD									
YTM									
YTM									
YTM									
YTM									

**Customer Enrollment Funnel**

TOTALS

1 = Shine Your Light - Channels

**Accelerator - Growth Plan**  
A living, breathing reminder of what is most important for growth.

**10-Year Goals & Milestones by Date**

Impact Goal	Scale Goals	Profit Goal
Unit Volume Goal (#):	Gross Profit Goal (\$):	Gross Profit Goal (\$):
Revenue Goal (\$):	Net Profit Goal (\$):	Net Profit Goal (\$):
	Net Income Goal (\$):	

**SWOT - Strengths, Weaknesses, Opportunities, Threats**

Our top three strengths to amplify...

1. 2. 3.

Our top three weaknesses to overcome...

1. 2. 3.

Our top three opportunities to leverage...

1. 2. 3.

Our top three threats to mitigate...

1. 2. 3.

**Chronological Strategy**

Phase 1 (Years 1-3)	Phase 2 (Years 4-6)	Phase 3 (Years 7-10)

**Strategic Priorities Throughout**

3-Year Milestones by / / /

12-Month Milestones by / / /

**Company-Wide 12-Month Breakthrough Goal:**

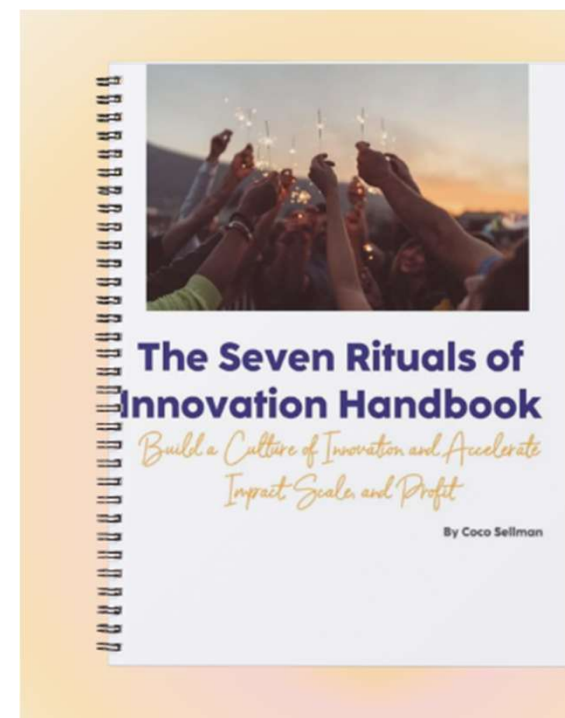
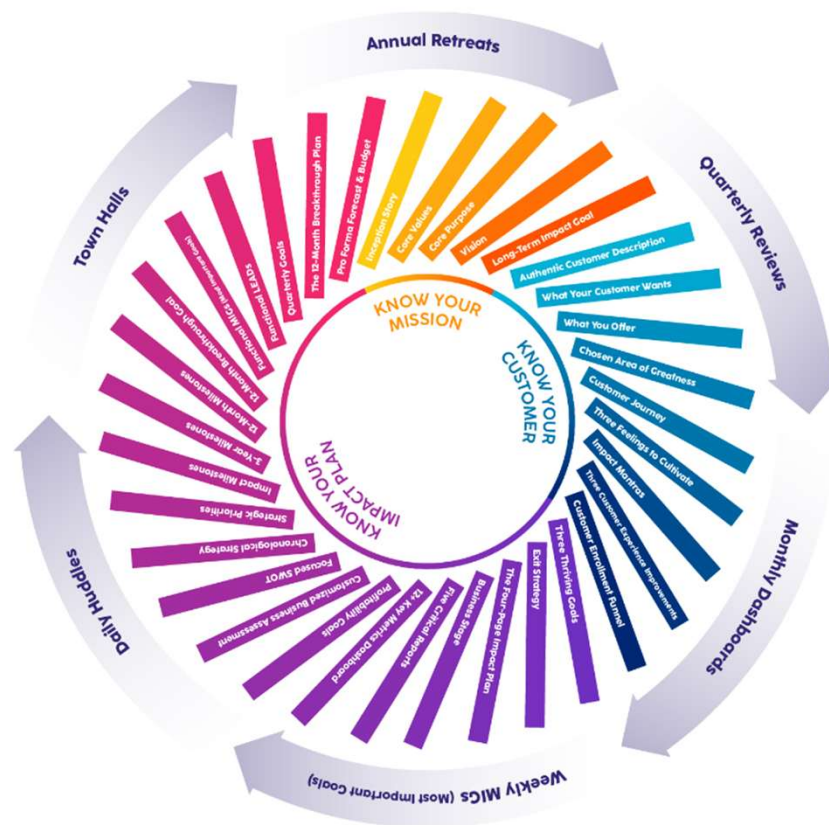


Receive free weekly tools: [aforceforgood.biz/weekly-tool](https://aforceforgood.biz/weekly-tool)





1. Annual Retreats
2. Quarterly Reviews
3. Monthly Dashboards
4. Weekly MIGs (Most Important Goals)
5. Daily Huddles
6. Town Halls
7. Board Meetings

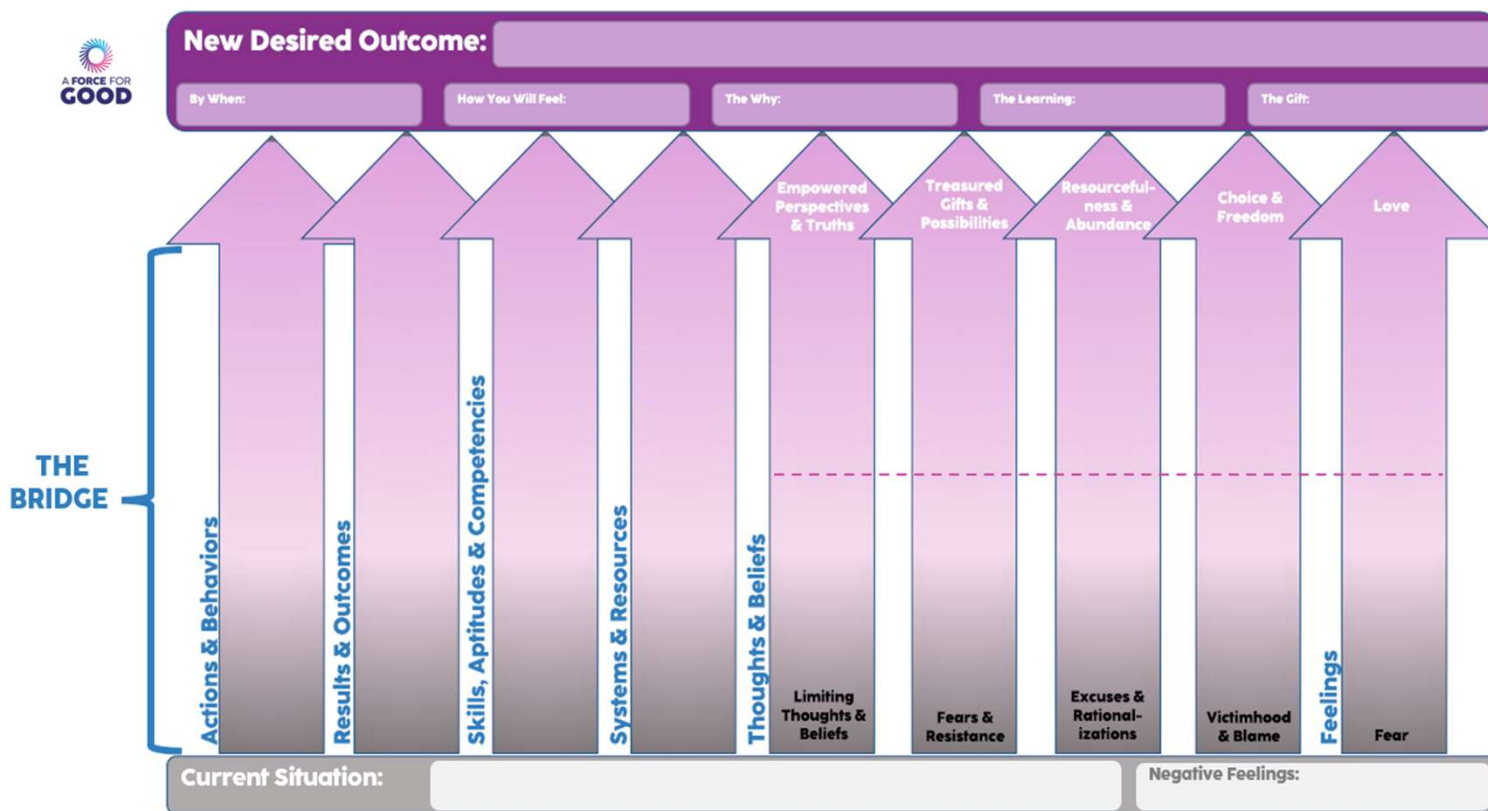


**Each ritual empowers you and your team to discover and act on your Highest & Best Use  
(the 4<sup>th</sup> Crucial Area of Alignment)**





# Your Transformation Map™



Receive free weekly tools: [aforceforgood.biz/weekly-tool](https://aforceforgood.biz/weekly-tool)





# **Next – Select Tools to Help You Grow**





## Next Steps

- Download the Force for Good ToolKit this week:  
[aforceforgood.biz/weekly-tool/](https://aforceforgood.biz/weekly-tool/)
  - 4-Page Growth Plan™
  - Transformational Map™
  - Seven Rituals of Innovation™
- Join me for Founder Office Hours

Receive free weekly tools: [aforceforgood.biz/weekly-tool](https://aforceforgood.biz/weekly-tool/)





## Founder Office Hours

- Join me with up to two other founders.
- Bring your questions.
- Coaching and guidance.
- First session is free.

[aforceforgood.biz/office-hours](https://aforceforgood.biz/office-hours)







A FORCE FOR  
**GOOD**

## The Book

- Purchase the book and gain access to receive the Force for Good ToolKit.
- Instructions for each tool.
- The full System™

[aforceforgood.biz/book](https://aforceforgood.biz/book)







# Force for Good Tool of the Week

- Every week we launch a new tool and mini retreat.
- Mini retreat live every Monday at 12 PM ET.
- Get the recording and links by signing up.

[aforceforgood.biz/weekly-tool](https://aforceforgood.biz/weekly-tool)





**Thank you!**