

The best way to become more successful

When, if not now?

Take off now - with focus, discipline and rhythm. With the **scale up MasterClass** you will awaken even more of the best of you and your company.

join the
scale up
experience



The fast track for your company growth

The **scale up MasterClass** is a unique training program for growth companies: In a 12-month intensive program, the management teams of (fast-) growing companies are systematically trained for sustainable top performance.

The challenge:

What is daily practice in professional team sports is neglected in most companies: systematic training and coaching of the entire management team.

As a result, many companies fall short of their possibilities. Typical symptoms of this are:

- Stress,
- Overtime,
- Employee fluctuation
- tough or no growth at all.

Today, suitable training opportunities are usually limited to individuals; appropriately trained employees have difficulty in implementing the new knowledge and thus, much of the the investment is actually wasted.

In the Champions League, no coach would think of training the striker individually, because real top performances can only be achieved in a team.

The solution:

To master this challenge, systematic training of the entire management team is the best solution.

The **scale up MasterClass** is just that: a systematic training program for the entire management team. Here, founders and their management teams learn the essential tools for entrepreneurial peak performance - and apply them immediately to their own company.

Under the guidance of experienced entrepreneurs and world experienced coaches the professionalisation of the management team is systematised and measurable - just like in top-class sport.

“*The **scale up** program is the Swiss Army Knife of entrepreneurship.*”

Frederic M. Fuchs, TAM Academy



Its a Gym, not a Spa

The **scale up MasterClass** is an annual program. In 12 training and coaching scale up experts, founders and teams work together intensively.

The MasterClass is a blended learning program consisting of quarterly community events and monthly interactive online learning sessions. Within four quarters, the four core areas of the company - STRATEGY, PEOPLE, EXECUTION and CASH - are covered. Community events provide a platform for intensive exchange and cross fertilization between the teams.

- **MORE CONTENT**
- **MORE COMMUNITY**
- **MORE IMPACT**

Between the training modules, the teams work on their individually formulated OKRs and support each other in check-up calls for implementation and accountability.

Learn, apply, share:

- Time for learning, for application in a team and for implementation on the job
- Peer2Peer-Learning: intensive exchange and mutual challenge
- Feedback and implementation assistance by the Master **scale up** Coach



«Extremely helpful! Pragmatic methods and tools that can be immediately applied in business and quickly achieve visible success.»

Sven van der Bergh, Limango GmbH

Structures and strategies for successful growth

Once a quarter you can come on board and start your journey - and in the following 12 months you will learn and implement the methods that will help you to develop a true high-performance culture.

STRATEGY Sprint

Magic Marketing through growth relevant customers and clearly differentiating brand identity



PEOPLE Sprint

How do I get the best people on board? Optimal recruiting and efficient coaching through scorecards



Quarterly Planning & Community Day



Quarterly Planning & Community Day



CASH Sprint

Speed up your processes, reduce errors and rethink - with the "Cash Acceleration Strategies".



EXECUTION Sprint

Intelligent selling, Salesfunnels, added value-Communication and the ideal customer journey through the seven sales phases



Annual Planning & Community Day

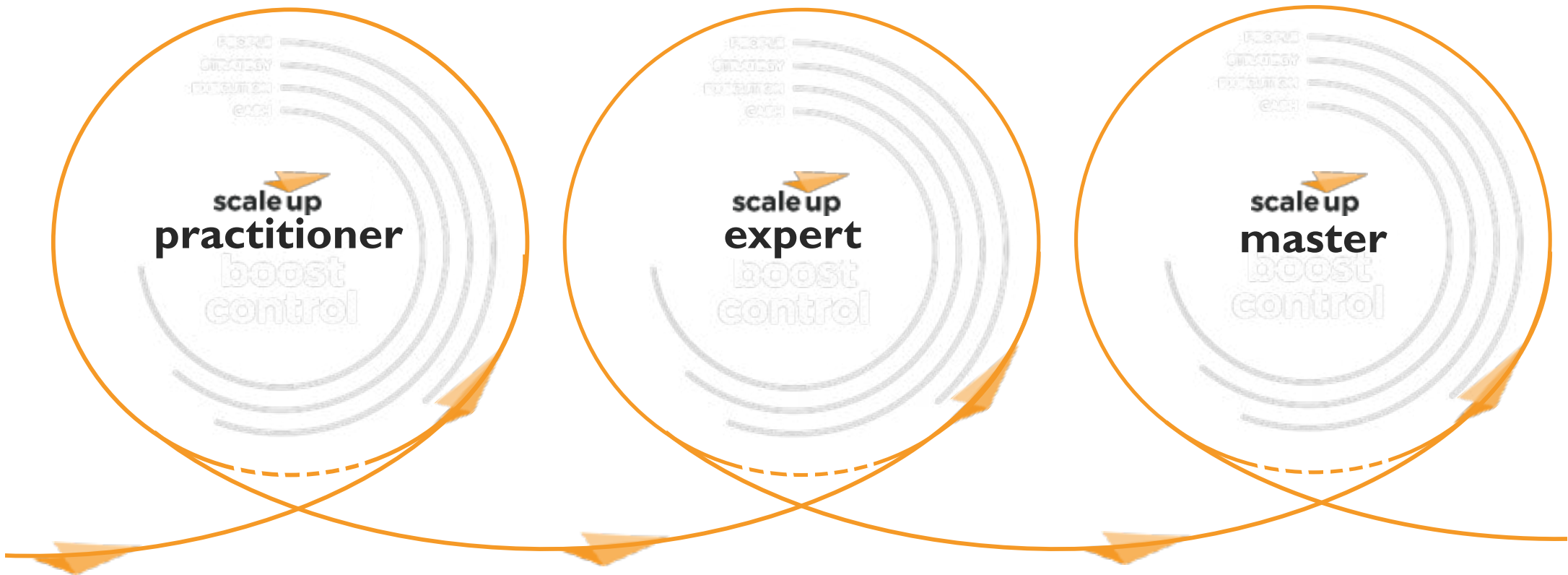


Quarterly Planning & Community Day



Implementing transformation sustainably

If you would like to continue your journey with us, we offer you the opportunity to participate in further in-depth modules after the Practitioner Year.





Practitioner Content

(can be adapted according to the needs of the group)

Session 1

Kickoff Full Day

Growth Canvas
Core Values, Purpose,
Core Competence,
Profit/X & BHAG
Buddy System/Community
Tips & Tricks
OKR Basics / Daily Weekly

Session 4

Quarterly Full Day

Retro
BHAG>3HAG>1HAG
Quarterly Planning

Session 7

Quarterly Full Day

Retro
Rockefeller Habits Checklist
Quarterly Planning

Session 10

Quarterly Full Day

Retro
Radical Candor
Quarterly Planning

Session 12

Graduation Full Day

Retro
PACe
Quarterly Planning
Graduation



Session 2: ½ Day Strategy Sprint

Core Customer
Brand Promise
Intro: Attribute Map



Session 5: ½ Day People Sprint

Intro People
FACe,
Scorecards



Session 8: ½ Day Execution Sprint

Intro Execution
Priorities
Meeting Rhythm



Session 11: ½ Day Execution Sprint

Intro Cash
CCC
Recurring Revenues

Session 3: ½ Day Strategy Sprint

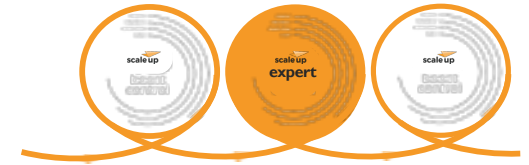
Deepdive Attribute Map
Review Brand Promise

Session 6: ½ Day People Sprint

5D
Topgrading

Session 9: ½ Day Execution Sprint

Data, ZDF und KPIs
Sales Playbook



Expert Content

Session 1

Start Full Day

Retro
Cash
Power of One
Business Model Canvas
Quarterly Planning

Session 4

Quarterly Full Day

Retro
Lean
Quarterly Planning

Session 7

Quarterly Full Day

Retro
Law of Constraints
Quarterly Planning

Session 10

Quarterly Full Day

Retro
Personal Values
Quarterly Planning

Session 12

Graduation Full Day

Retro
One Sentence Strategy
Quarterly Planning
Graduation



STRATEGY

Session 2: ½ Day Strategy Sprint

Peer Learning
Segmentation for Success
Differentiating Activities

Session 3: ½ Day Strategy Sprint

Peer Learning
Words you own
X-Factor

PEOPLE

Session 5: ½ Day People Sprint

Peer Learning
Radical Candor
Leadership Principles
Coaching Skills

Session 6: ½ Day People Sprint

Peer Learning
Multipliers
Locus of Control &
Extreme Ownership

EXECUTION

Session 8: ½ Day Execution Sprint

Peer Learning
Core Process Flow Map
List of top 25

Session 9: ½ Day Execution Sprint

Peer Learning
Dashboard
Atomic Habits

CASH

Session 11: ½ Day Execution Sprint

Peer Learning
Pricing
Profits First
Exit Valuation Drivers

Your benefit

Scaling for advanced users: fast and sustainable growth without burning out you and your teams

Focus

...to the most important priorities

All employees know the corporate strategy and know exactly what they have to do to achieve the company's goals.

Discipline

...as corporate culture

Each individual takes responsibility for achieving goals, because performance is immediately visible. All results are continuously discussed within the team in a structured and efficient meeting rhythm.

Time

...for more growth!

The transparent, OKR-controlled cooperation in the teams gives the management team more time for the growth projects that are actually important.

- No need to extinguish fires, but more time with the company's customers and key partners



« So I can imagine to reach the next level in my company! »

Holger Westenbaum, Powerslim.de

Invest

« *The most learning-productive further training days, that I've experienced so far. Intensive and absolutely practical.* »
Stephanie Hellstedt, Albamy



Get ready for an intensive phase full of entrepreneurial and personal growth!

Intensive learning:

- 100% practical, application-oriented knowledge, conveyed by experienced entrepreneurs
- Intensive exchange and Peer2Peer Learning
- Each participant will be assigned an Accountability Partner with the same area of responsibility to continuously exchange and challenge each other
- The entire management team participates so that no island knowledge is created.

Scope of services:

- ✓ 12 sessions
 - 5 quarterly and annual planning workshops
 - 7 learning days (remote and/or live)
 - Intensive sprints between the modules
- ✓ accountability partner
- ✓ Workbooks & Checklists

Invest:

per month plus VAT

- With 2 to 3 participants 1.395 €
- With 4 participants 1.595 €
- With 5 participants 1.795 €
- With 6 participants 1.995 €

Initiators and methodology

The method is unique. It is thought over by experts, who pass it on with understanding

Proven Framework

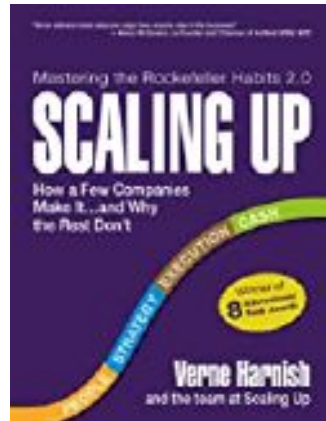
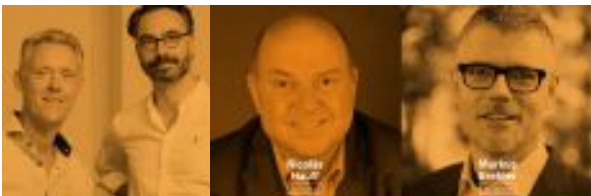
The world-famous scale up methodology is based on the bestseller of the same name by Verne Harnish and offers a solid and consistent framework that is geared towards structure and growth.

We have adapted this US-centered framework to our European and German culture.

From entrepreneur to entrepreneur

Scaleup coaches are not consultants, we are entrepreneurs ourselves.

We have experienced the ups and downs of entrepreneurship first-hand: we have founded, managed, scaled, sold and even dissolved. And we have understood that growth is a craft that can best be learned within a framework.



APPLY YOU

Simply register on our **waiting list** at www.scaleup.ie and you will receive our assessment call from one of our coaches.

In good company

Since 1987, our team has successfully implemented scale up at over 300 companies, in more than 20 countries.

More than 40,000 growth companies worldwide rely on this framework

User

A small selection of enthusiastic users and participants from SaaS, B2B and B2C



VC/PE

VCs and PEs are increasingly relying on the efficiency benefits of a proven management framework to scale their investment objects



We are pleased to welcome you and your team!

Further information and registration form at: www.scaleup.de



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Implementing Transformation Sustainably

If you want to continue your journey with us, we offer you the opportunity to participate in further in-depth modules after the end of the Practitioner Year. (In our single company projects we typically work with clients for 3+ years)

PRACTITIONER



EXPERT



MASTER

