Scaling Up – The Stats

Out of every 1000 businesses, 30 have strong teams with high potential. 10 get funded, and 2 “Make It” to the promised land.
So if you’re a HIGH POTENTIAL ENTREPRENEUR, you have a 1 in 15 CHANCE of SUCCEEDING on The Path to Scale. THAT’S 94% CHANCE of getting STUCK in No Man’s Land… The Bermuda Triangle of growth.
What SEPARATES the ELITE FEW who 10X THEIR BUSINESS?

12 DISCIPLINES that make for ENTREPRENEURIAL GREATNESS
12 Disciplines of 10X Entrepreneurs

1. Build an A-Team
   - leadership | culture | hiring | 2nd layer management team | engagement | rewards & incentives

2. Craft winning Strategy
   - design a magnet for sales | focus manically on building it

3. Build a predictable revenue growth engine
   - proven Sales & Marketing ops that generate predictable leads & conversions

4. Execute
   - culture and systems to proactively manage performance at scale

5. Build an awesome support system
   - board | advisors | investors

6. Build Ops that systematically Delight Customers
   - disciplined institutionalisation of awesomeness

7. Manage cash tightly
   - leak-proof and future-proof financial management

8. Be investable
   - always able to get capital, fast, on your terms
12 Disciplines of 10X Entrepreneurs

9. **Focus on scaling the organisation**
   (not working in the business!) Use an Operating System that focuses 50% of your time on your top 3 business building priorities

10. **Bring your A-game**
    craft strengths-based role | manage energy | maintain passion

11. **Grow skills & knowledge Fast!**
    Use an accelerated learning system to grow CEO skills. FAST.

12. **Be true to yourself**
    Make tough calls true to your purpose, values and goals
A 12 Part Formula for Greatness

SEEN, MEASURED, LEARNT & DONE

12 LEADERSHIP BEHAVIOURS to

that can be

TEN

X

DONE
So... You have 2 Choices

1. To SCALE, or not to Scale?
2. To BEAT the statistic, or to be a statistic

DEFY THE ODDS... DARE TO

TEN × YOU YOUR TEAM YOUR BUSINESS
What You Get on the 10X Accelerator

18 months of putting rocket fuel in your tank, by 10X-ing You, Your Team, and your Trajectory.

If you’re selected as one of the elite entrepreneurs to join the 10X ACCELERATOR, you’ll get:

1. **10X COACH**: A seasoned Scale Up veteran, to coach you through your CEO Role Transformation Journey

2. **10X MENTOR**: We’ll headhunt a seasoned CEO with experience building a business like yours to 10X your business, to coach you through getting your game plan right and overcoming your most gnarly challenges; (or, a series of mentoring discussions with people who have tackled the same complex discussions you are tackling).

3. **10X BOOT CAMPS**: 12-15 days of the world’s best Boot Camps on Scaling Up, covering a variety of topics like how to recruit A-Teams; build a winning Culture; develop a 10X Strategy; Bring out your A-Game; etc…

4. **10X WORKSHOPS**: Specialist support from battle-hardened domain guru’s (like marketing guru’s, strategy guru’s, sales guru’s), to help you take each part of your business to the next level

5. **10X READING**: Curated reading list of top 150 Scale Up book summaries, to broaden your Scale Up know-how and build your business acumen;

6. **10X TOOLKITS**: Tools to help you execute faster;

7. **10X ASSESSMENTS**: Business X-Rays in areas like Strategy, Culture, Systems, Leadership, etc, to help you achieve laser like focus on your critical constraints to growth; and
ELECTIVE WORKSHOPS /PROJECTS

**CORE WORKSHOPS (INCLUDED)**

**STRATEGY**
- Crystallising your 10X Strategy

**EXECUTION**
- Crafting your Execution Blueprint & OKR Scorecards
- Quarterly RAP (Review, Adjust, Plan) Retreats

**PEOPLE / HUMAN CAPITAL**
- Leading Your 10X Culture

**ELECTIVE WORKSHOPS (NOT INCLUDED*)**

**EXECUTION**
- Your Organisation Structure & critical hires
- Designing & Building Your Management System
- Engineering X-Factor Management Meetings

**PEOPLE / HUMAN CAPITAL**
- Designing & building Your Leadership Culture
- Designing & building Your Recruiting System
- Designing & building Your Perf.Mgmt System
- Team Dynamics - harnessing your diverse genius

**SALES, MARKETING, OPS**
- Designing & building Your 10X Marketing System
- Designing & building Your 10X Sales System
- Designing & building Your 10X Ops System

**CAPITAL**
- Developing Your Capital Raising Strategy & Plan

*Additional support requirements will often emerge during the course of the Program. These Workshops are the most popular topics for additional client support. These are not included in the Program, and will be quoted on separately.
SELECTION PROCESS:
Complete our online application to find out if you are eligible for the Program.
Email us to receive an application form.

CRITERIA: 5-T’S
Team: Founder-led business; team of 3 or more senior leaders; impressive track records; complimentary skills
10X-able: Chasing a big opportunity with an innovative offering and a ‘secret weapon’ / ‘magic formula’
Traction: >R10M revenue; >10 headcount
Transitioning: Growing pains!!! Due to transition from a small entrepreneurial team to a large and growing team that needs to be well managed.
Trustworthy: Respectful, teachable leaders with a reputation for integrity

*refer to detailed terms and conditions
SOAR WITH EAGLES
Crows and Eagles need different flying techniques because Eagles soar high above the crows. Join an elite cohort of Eagles who share the challenge of managing rapid growth.

PROTECT YOUR EQUITY
Fixed fee. Don’t part with equity or steep success fees*

GROW
Most Accelerators focus on raising capital and exiting. That’s not us. We work with entrepreneurs who want to become 10X leaders (with the tools to build a 10X team and 10X your company), and build a great company. Capital and exit options are by-products of building a great business.

GET 10X SUPPORT
Our network of Super Coaches, Domain Specialists, and Advisors is hard to match

GET CAPITAL
We have strong capital raising networks (including 3 venture funds under our roof)

GET PEOPLE WHO’VE BEEN THERE
We’re not Consultants, Funders, or Professors tinkering with start-ups. We’re entrepreneurs who’ve burnt out Scaling Up, fired co-founders, raised capital, etc! Those dark valleys that lie ahead… we’ve been there. That’s why we’re passionate about giving you the most powerful, practical tools and advice to hack through the jungle of growth.

*We’ll swap our fixed fee for a sweat equity stake if you prefer, after a brief evaluation. But we prefer to protect your equity