

Keith M Waggoner's The Strategic Edge

I N S T I T U T E

WHAT WILL YOU DO TO CREATE REAL CHANGE IN YOUR BUSINESS?

CREATE YOUR ULTIMATE BUSINESS ADVANTAGE

Creating Business Mastery may feel overwhelming! Are you a real Owner or do you really just Own your own Job? Do you have a clear plan to Exit? Is your Business made to be Sellable? Most are not. And most Business Owners do not have a clue on how to make it so! – In Business Results Coaching you will be armed with an arsenal of new strategies... but how will you implement them? This is a great question and one that most Business Training Programs cannot realistically answer.

Take your Business to the next level... More than attending just a seminar... More than raw material... Dr. Keith will walk you and your team through the step by step process to make your Business a Success Production Machine!

Don't lose your momentum - start creating shifts within your organization today by implementing Keith's proven strategies for growth with the help of our Intense Immersion Coaching Program.

**Without a clear picture of your
organizational strength, you'll never achieve
traction.**

Many business owners and leadership teams encounter the same frustrations over and over again, but don't know how to get unstuck. Below, you will find The Business Results Checkup which helps you identify your strengths and weaknesses so you can start solving your issues – build an extraordinary team – and create real results - for good.

Dr. Keith Waggoner's Strategic Edge Business Operating System combines timeless business principles with a set of simple, practical, real-world tools to help entrepreneurs get what they want from their businesses. Our Business Results Coaching offers comprehensive training and support to entrepreneurs and business coaches who want to implement our systems effectively with one or many businesses.

The Organizational Checkup will answer these questions

What are our strengths?

What are our weaknesses?

Which area is the biggest problem?

What should we solve first?

How should we solve it?

See your results with personalized recommendations for improvement

Comprehensive

Prioritized

Prescriptive

Actionable

Test Your Business in the BRC Leadership Components

PSYCHOLOGY OF THE LEADER

QUESTION 1

I clearly understand my role as a business leader.

STRONGLY AGREE

AGREE

DISAGREE

STRONGLY DISAGREE

PSYCHOLOGY OF THE LEADER

QUESTION 2

I follow a personal development plan to ensure my growth as a leader.

STRONGLY AGREE

AGREE

DISAGREE

STRONGLY DISAGREE

PSYCHOLOGY OF THE LEADER

QUESTION 3

I rarely feel overwhelmed or behind in my work.

STRONGLY AGREE

AGREE

DISAGREE

STRONGLY DISAGREE

PSYCHOLOGY OF THE LEADER

QUESTION 4

My employees trust and respect my leadership.

STRONGLY AGREE

AGREE

DISAGREE

STRONGLY DISAGREE

PSYCHOLOGY OF THE LEADER

QUESTION 5

I produce consistent and effective results as a leader.

STRONGLY AGREE

AGREE

DISAGREE

STRONGLY DISAGREE

PSYCHOLOGY OF THE LEADER

QUESTION 6

Overall, I have successfully guided my team and business to meet our objectives.

STRONGLY AGREE

AGREE

DISAGREE

STRONGLY DISAGREE

BUSINESS MAP

QUESTION 7

We have a clear and executable exit strategy for the business.

STRONGLY AGREE

AGREE

DISAGREE

STRONGLY DISAGREE

BUSINESS MAP

QUESTION 8

We have a system to track how we are meeting milestones on our business map.

STRONGLY AGREE

AGREE

DISAGREE

STRONGLY DISAGREE

BUSINESS MAP

QUESTION 9

Our long-term plan is clearly communicated to all employees.

STRONGLY AGREE

AGREE

DISAGREE

STRONGLY DISAGREE

CONSTANT & STRATEGIC INNOVATION

QUESTION 10

We have defined our X-Factor — how we provide more value than our competition.

STRONGLY AGREE

AGREE

DISAGREE

STRONGLY DISAGREE

CONSTANT & STRATEGIC INNOVATION

QUESTION 11

We spend time each week focusing on strategic innovation to ensure we stay ahead of the curve.

STRONGLY AGREE

AGREE

DISAGREE

STRONGLY DISAGREE

CONSTANT & STRATEGIC INNOVATION

QUESTION 12

We excel at developing new strategies that will meet our clients' needs like no one else can – and executing them, too.

STRONGLY AGREE

AGREE

DISAGREE

STRONGLY DISAGREE

CONSTANT & STRATEGIC INNOVATION

QUESTION 13

We properly assess the competition and respond to threats to our position in the market.

STRONGLY AGREE

AGREE

DISAGREE

STRONGLY DISAGREE

WORLD CLASS MARKETING

QUESTION 14

We understand who are target client is, and we regularly share our expertise with them.

STRONGLY AGREE

AGREE

DISAGREE

STRONGLY DISAGREE

WORLD CLASS MARKETING

QUESTION 15

We have a well-defined and understandable marketing strategy.

STRONGLY AGREE

AGREE

DISAGREE

STRONGLY DISAGREE

WORLD CLASS MARKETING

QUESTION 16

Each marketing channel (email, direct mail, website, social media, etc.) has a specific objective that contributes to the overall strategy.

STRONGLY AGREE

AGREE

DISAGREE

STRONGLY DISAGREE

WORLD CLASS MARKETING

QUESTION 17

We target the right clients at the right time with the right message.

STRONGLY AGREE

AGREE

DISAGREE

STRONGLY DISAGREE

WORLD CLASS MARKETING

QUESTION 18

Our marketing message is clear, consistent and effective.

STRONGLY AGREE

AGREE

DISAGREE

STRONGLY DISAGREE

SALES MASTERY SYSTEMS

QUESTION 19

We have strong retention, acquisition and development sales strategies.

STRONGLY AGREE

AGREE

DISAGREE

STRONGLY DISAGREE

SALES MASTERY SYSTEMS

QUESTION 20

We excel at attracting, hiring and on-boarding top sales talent.

STRONGLY AGREE

AGREE

DISAGREE

STRONGLY DISAGREE

SALES MASTERY SYSTEMS

QUESTION 21

Our sales team is performing at their peak.

STRONGLY AGREE

AGREE

DISAGREE

STRONGLY DISAGREE

SALES MASTERY SYSTEMS

QUESTION 22

We have a set system for our referral strategy.

STRONGLY AGREE

AGREE

DISAGREE

STRONGLY DISAGREE

SALES MASTERY SYSTEMS

QUESTION 23

Our sales and marketing teams are well-aligned and work together to meet our goals.

STRONGLY AGREE

AGREE

DISAGREE

STRONGLY DISAGREE

FINANCIAL & LEGAL ANALYSIS

QUESTION 24

I personally review our monthly financial statements.

STRONGLY AGREE

AGREE

DISAGREE

STRONGLY DISAGREE

FINANCIAL & LEGAL ANALYSIS

QUESTION 25

I clearly understand our Income Statement, Balance Sheet and Statement of Cash Flow.

STRONGLY AGREE

AGREE

DISAGREE

STRONGLY DISAGREE

FINANCIAL & LEGAL ANALYSIS

QUESTION 26

My knowledge of our key finances gives me the power of anticipation – I feel like I know what is coming.

STRONGLY AGREE

AGREE

DISAGREE

STRONGLY DISAGREE

FINANCIAL & LEGAL ANALYSIS

QUESTION 27

We have a specific legal strategy and understand our opportunities and risks.

STRONGLY AGREE

AGREE

DISAGREE

STRONGLY DISAGREE

CONSTANT OPTIMIZATION & MAXIMIZATION

QUESTION 28

Key Performance Indicators (KPIs) are used and measured regularly.

STRONGLY AGREE

AGREE

DISAGREE

STRONGLY DISAGREE

CONSTANT OPTIMIZATION & MAXIMIZATION

QUESTION 29

We have a strategy for consistently optimizing our key operating metrics.

STRONGLY AGREE

AGREE

DISAGREE

STRONGLY DISAGREE

CONSTANT OPTIMIZATION & MAXIMIZATION

QUESTION 30

We have a strategy for consistently maximizing our financial metrics.

STRONGLY AGREE

AGREE

DISAGREE

STRONGLY DISAGREE

CONSTANT OPTIMIZATION & MAXIMIZATION

QUESTION 31

As the leader of the business, I ensure that I run the business instead of allowing it to run me.

STRONGLY AGREE

AGREE

DISAGREE

STRONGLY DISAGREE

CONSTANT OPTIMIZATION & MAXIMIZATION

QUESTION 32

We are an agile, fast-moving organization, and we quickly capitalize on opportunities.

STRONGLY AGREE

AGREE

DISAGREE

STRONGLY DISAGREE

RAVING FAN CLIENTS & CULTURE

QUESTION 33

Our first priority is our clients.

STRONGLY AGREE

AGREE

DISAGREE

STRONGLY DISAGREE

RAVING FAN CLIENTS & CULTURE

QUESTION 34

Our clients are loyal to us.

STRONGLY AGREE

AGREE

DISAGREE

STRONGLY DISAGREE

RAVING FAN CLIENTS & CULTURE

QUESTION 35

We consistently provide massive value to our clients.

STRONGLY AGREE

AGREE

DISAGREE

STRONGLY DISAGREE

**WHAT ELSE WOULD YOU LIKE FOR US TO KNOW ABOUT YOUR
BUSINESS RESULTS CRITICAL NEEDS/DESIRES/GOALS?**

Please type your notes here:

Congratulations!

**You're only one step away for getting the customized results
from a Keith M Waggoner Business Coach.**

**Just send us your completed BRC Test 2 and we will
schedule your free 30-minute Coaching Session.**

(Valued at over **\$500.00)**

Why BRC Works

Thousands of entrepreneurial companies around the world are seeing great results with Keith Waggoner's Business Results Coaching System (The Strategic Edge Institute). Their owners and leaders are getting more of what they want from the business, and you can too. What is it about our BRC that makes it work so well in a growing business?

- **Built for Busy Entrepreneurs.** BRC is made up of simple concepts and practical tools that can be easily applied in a fast-paced growing business. There's no theory, no management fads – just basic, useful tools that help people get more of the right stuff done every week.
- **Holistic Model and Approach.** BRC doesn't treat symptoms – it helps you cure the "whole body" by strengthening the Six Key Components of your business – Vision, People, Data, Issues, Process, and Traction.
- **Designed to Solve Issues Once and for All.** By helping you and your team focus on the "root cause" of your issues - BRC takes you below the surface to produce real, permanent change.
- **Brings Focus, Discipline and Accountability.** BRC is a simple framework for defining what's important, who owns it, and exactly what success looks like. With every member of your team accountable for a handful of goals and numbers, you'll get consistently better results.

BRC works in any Entrepreneurial Company - Across all Industries and Business Models

If you've got People in your Business

BRC can help you Clarify Simplify and Achieve your Vision

drkeith@keithmwaggoner.com