# How STAAR™ Accelerates Your Business Growth!

# 

# Become a STAAR™ Member Today and You Will Receive…

#### STAAR™ Business Methodology

* STAAR™ Strategy Stack – for clarity and alignment
* Collection of simple, streamlined tools and processes
* A structured system that ensures productivity and accountability
* “It’s a journey, not an event”

#### STAAR™ Leadership Development

* Guided by your personal Navigator
* Builds your leadership team through structured learning, communication and teambuilding initiatives
* Monthly one-on-one coaching for the business leader
* Monthly connection with leadership team

#### STAAR™ Library

* Pre-developed business processes
* Simplified business templates and forms
* Reference materials
* Business Book Summaries

#### STAAR™ Technology Platform

* Easy, online, automated system
* Dashboards and tracking tools
* Shared accessibility and accountability
* Private Online Storage Area

#### STAAR™ Learning Center

* Online, self-paced learning modules, 20 to 30 minutes each
* Leadership Development topics – Communications, Management, Decision-Making
* Employee Development topics – Time Management, Goal Achievement, Self-Development
* Includes Learning Content, Quizzes, Study Guides, Discussion Questions, Development Path

***STAAR™ = Strategy, Team, Action, Accountability, Results***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Strategy** | **Team** | **Action** | **Accountability** | **Results** |
| Long-Term Vision, Tactical Planning | Healthy Team Relationships & Development | Processes  to Execute the Vision | Tools and Checklists to Stay on Track | Dashboards – Company & Department |
| * Strategy Stack * Marketing Plan * Financial Plan * Operating Plan | * Right People, Right Seats * Team Health * Learning & Development | * Operating processes * Action plans | * Online Tracking Tools * Targets, Tasks and Topics | * Dashboards * Weekly KPIs |

# STAAR™ Membership Journey/Roadmap

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
| Launch Pad Day | X |  |  |  |  |  |  |  |  |  |  |  |
| Monthly Navigator Meeting | X | X | X | X | X | X | X | X | X | X | X | X |
| TAM Meeting Observation | X | X | X | X | X | X | X | X | X | X | X | X |
| Quarterly TAM |  |  | X |  |  | X |  |  | X |  |  | X |
| Annual Strategic Planning Day |  |  |  |  |  |  |  |  |  |  |  | X |

# Accelerate Your Business With STAAR™!

|  |
| --- |
| Created By Entrepreneurs For Entrepreneurs Our Story: A team of 7 successful entrepreneurs put their heads together in an effort to help improve the statistics on how many businesses succeed. After tapping into the great minds of business thought leaders\* from around the globe, they developed the first comprehensive program for small businesses (up to $5M revenues) and packaged it into a simple, affordable, sustainable membership model. And STAAR™ was born! |

<please add a photo of 7 people, talking, preferably outside, casual setting, no close-ups on the faces>

\*Thought Leaders’ Books

1. Start With Why, Simon Sinek
2. Business Model Generation, Alexander Osterwald
3. Good to Great, Jim Collins
4. 1-Page Marketing Plan, Allan Dib
5. Simple Numbers, Straight Talk, Big Profits, Greg Crabtree
6. Launching a Venture, Michael Burcham
7. Rockefeller Habits, Verne Harnish
8. Go, Put Your Strengths to Work, Marcus Buckingham
9. 5 Dysfunctions of a Team, Patrick Lencioni
10. Small Giants, Bo Burlingham
11. The Happiness Advantage, Shawn Achor
12. First Things First, Stephen Covey
13. Getting Things Done, David Allen
14. The 4 Disciplines of Execution (4DX), Sean Covey & Chris McChesney
15. Unique Ability, Dan Sullivan
16. Performance Dashboards, Wayne Eckerson
17. Key Performance Indicators for Dummies, Bernard Marr
18. The Great Game of Business, Jack Stack
19. Who Moved My Cheese?, Spencer Johnson
20. The E-Myth, Michael Gerber
21. The 21 Irrefutable Laws of Leadership, John Maxwell
22. The Energy Bus, Jon Gordon
23. Traction, Gino Wickman
24. Raving Fans, Ken Blanchard and Sheldon Bowles
25. Outliers, Malcolm Gladwell
26. Double, Double, Cameron Herold
27. Who’s Got Your Back, Keith Ferrazzi