

WE HELP BUSINESSES MOVE FROM BEING FOUNDER-LED TO LEADERSHIP-TEAM-LED.

ALIGN YOUR VISION, FOCUS YOUR STRATEGY, EXECUTE WITH CONFIDENCE.





GOOD TEAMS OFTEN STALL OUT OVER A FEW, CRITICAL PROBLEMS.

1. Unclear vision.

There's no compelling reason that drives the WHY for the work everyone contributes.

2. Unfocused strategy.

There's a million ideas and no plan for pulling it all off.

3. Poor execution.

The team is distracted, scattered, and make partial to no progress toward the bigger vision because they're consumed with the day to day.

ULTIMATELY FOUNDERS END UP FRUSTRATED, OVERWHELMED, AND STUCK IN THE SAME PATTERNS.





We help organizations
move from founder-led to **leadership-team led**
with the only operating framework for both the
system AND soul of your business.

"What I like about the System and Soul Framework is that we really remove the chaos and the complexity of the day-to-day operations. It's a step-by-step process that puts the right team in place."

– client David McMillian
President, McMillian & Associates



1. Magnetic vision.

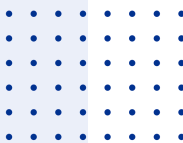
We unite teams around a common vision and help them execute on it daily.

2. Focused strategy.

We build in the foundational tools and practices so teams stay focused on the right goals and stay accountable.

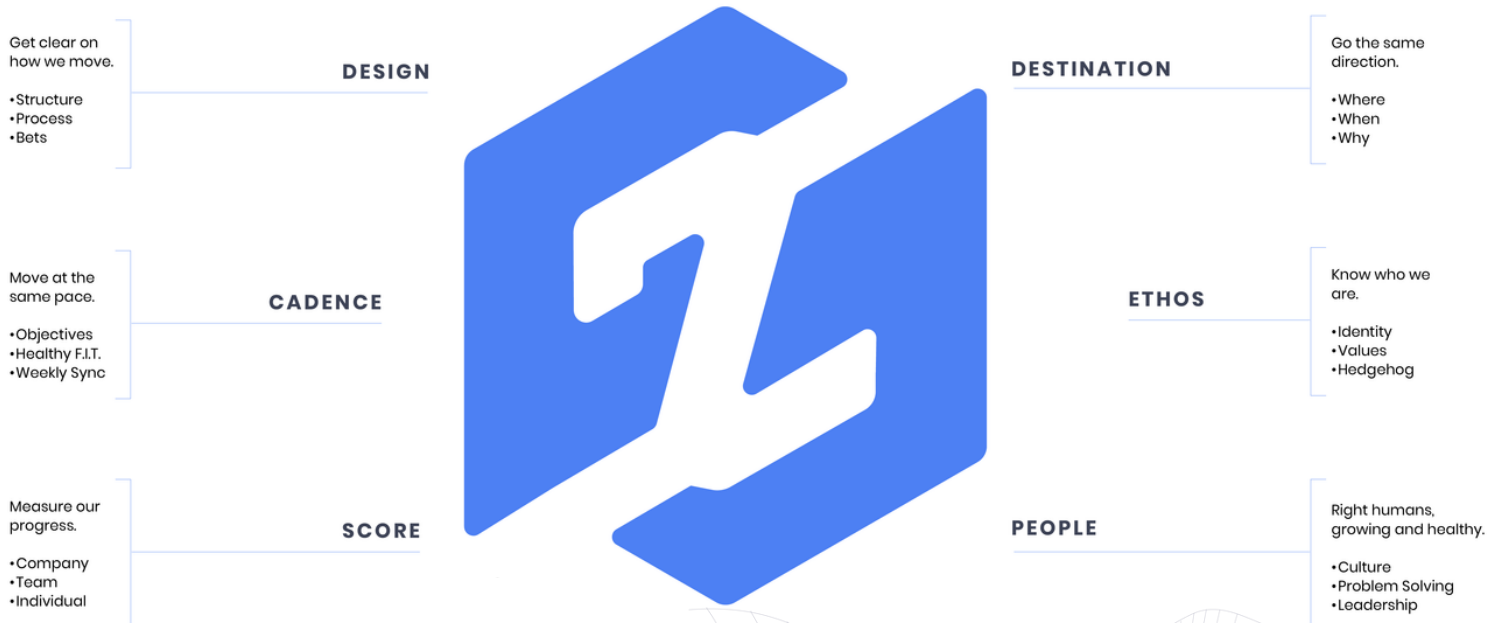
3. Confident execution.

We help organizations live out a healthy culture with a powerful drive to get things done that matter to the big picture.



The System & Soul Framework balances process and people to help founders build the leadership and scalability they need to reach breakthrough.

Our method is made up of six elements that are the backbone of proven, productive, and well-loved organizations everywhere.



HOW IT WORKS | 90 DAYS TO CLARITY AND CONTROL

DAY 1

Create clarity and control.

In your first 30 days we'll help you:

- Examine your team for role "FIT".
- Create a clear, functioning Org. Chart and Scoreboard.
- Establish a weekly meeting cadence.
- Create a system for solving challenges and sharing opportunities.
- Develop focus around your top initiatives.

DAY 30+31

Unify your team.

One month in we will:

- Articulate the long-term vision and goals of the organization.
- Build out your unique "equation" to get the culture you want.
- Set a new lens around what differentiates your business.
- Clarify the focus and key driver of your business.

EVERY 90 DAYS

Build momentum.

Every 90 days we will:

- Tackle major obstacles as a unified team.
- Set our focus for the next quarter.
- Work together to build healthier team habits.

WORKING TOGETHER

FIND YOUR SYSTEM & SOUL COACH

Our team of experienced, certified **System & Soul Coaches** are invaluable for outside perspective. They ensure your team finds common ground around your biggest obstacles and are held accountable in carrying out a plan.

Our coach community is made up of seasoned entrepreneurs and executives who are skilled teachers, facilitators, and guides.



They're experts in helping you:

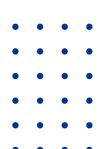
- Get to the root of common problems.
- Create accountability and consistency.
- Address people-issues.
- Bring relevant experience and tools to help accelerate your growth.

Working with a Coach looks like...

- Getting matched with the best coach for you.
- Having a dedicated guide through the entire System & Soul Framework.
- Facilitator for your quarterly meetings and strategic planning.
- Ongoing private advisory.

"Our coach has been great for my team and the success of my company. He helped us stay accountable during tough times and has helped us see true issues that we were not able to see on our own. He helped us fix those issues and now my company is on track to have the best year ever."

— Richard Maxwell
COO, Up-Rev



10 Reasons Companies Hire a System & Soul Coach



HUMAN NATURE

We help you focus on what you need to do vs. human nature's tendency to do what you want to do.

OBJECTIVITY

We provide an objective, independent, experienced perspective to challenge your way of thinking and acting.

CAPACITY BUILDING

We help you increase your capacity to manage your next challenge.

FASTER

We help you do it faster than you could do it on your own by removing barriers and enacting proven systems.

HABIT

We help you make lasting change in your organization and make S2 an embraced element of your cultural DNA.

SEASONED

We have walked in your shoes and have run small and medium-sized businesses of all types and industries. We know the challenge and want to help you learn from our failures.

PEER-TO-PEER

Our experience enables us to communicate and relate with CEOs and executive leaders on a peer-to-peer basis.

EXPERIENCE

We typically have 20+ years of business experience that enables us help ensure an enduring approach.

TRUSTED

Our name is on the line and integrity and relationships are the goodwill that we need to create an enduring practice.

ACCOUNTABILITY

We provide a high level of accountability. We are obsessed with teaching, coaching, facilitating, and getting it done right.



START BUILDING THE FUTURE OF YOUR BUSINESS WITH A SYSTEM & SOUL COACH

Get a free consultation call with a certified
System & Soul Coach

www.systemandsoul.com

