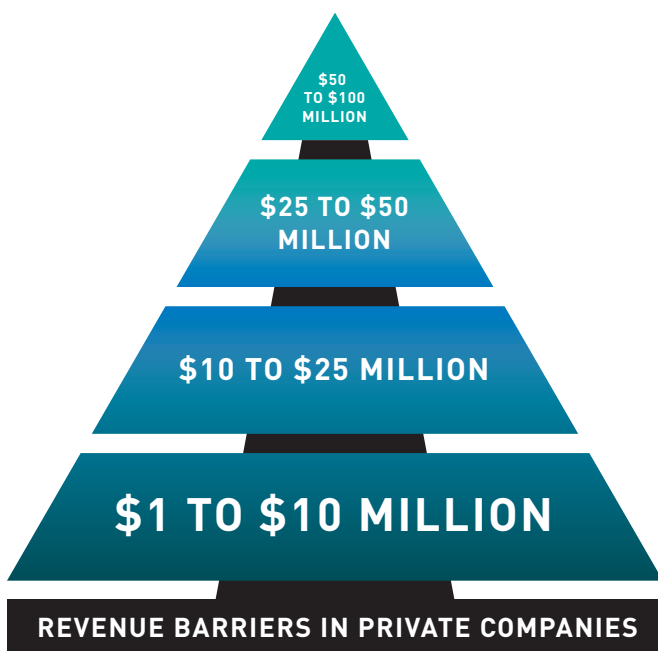


**THE FASTEST WAY TO BUILD PRIVATE COMPANY VALUE**



# CEOs OF PRIVATE COMPANIES HAVE COMMON STRUGGLES

## Natural barriers to creating real value in your business



The most common measure for describing and assessing a business is annual revenue. Plenty of business observers have identified “revenue barriers” that create significant challenges for businesses that are growing. Typically these occur at \$10, \$25, \$50 and \$100 million.

As a metric, annual revenue describes the size of the business. Unfortunately, it tells us nothing about the quality of the business or the value that’s created. Is a company with \$50 million in revenue worth twice as much as a company with \$25 million in revenue? Maybe it was in some industries during the first Internet boom of the late 1990s. But these days company size doesn’t directly translate to company value. Poorly planned revenue growth can all too frequently destroy value; the business landscape is littered with big companies that have imploded from poorly planned growth.

As businesses become larger, CEOs have to master a wider range of skills if they’re going to continue building value as their revenue increases. Often these are *unnatural* skills that they have not developed in the past. If a CEO does not master these skills, they’ll struggle to create value in their expanding company.

Business gurus who preach about growth tend to focus on one mantra: *Increase revenue to grow the top line*. The passage to building revenue that increases quantifiable value is much narrower. It’s represented by what we call a **Value Valve** — the narrow and unobstructed passage that allows CEOs to build valuable revenue — value that is tangible and measurable.

To navigate their company through the Value Valves, CEOs must guide their teams through all the fundamental areas of business management — the areas that directly impact their value as they grow. Good CEOs have some of these areas covered; **Professional CEOs** have mastered them.

Learn more about the revenue barriers and Value Valves on [www.ShortTrackCEO.com](http://www.ShortTrackCEO.com)

# BECOME A PROFESSIONAL CEO TO MOVE THROUGH THE VALUE VALVES

Own the four most important areas of your business

For the last ten years ShortTrack CEO founders have studied the principles and practices of companies that have achieved long-term success. We've worked with more than 2,000 CEOs of companies under \$100 million in revenue, worldwide.

Our findings show that the characteristics that originally made the company successful often end up working against it as the company gets larger, limiting the value that the CEO can create. Without the right training, it's difficult for most CEOs to understand what responsibilities they should own, how to manage their focus, and how they can continue to create value.

What's the solution? Transition from an entrepreneur and chief operator into a Professional CEO. Professional CEOs know how to navigate their teams through all the fundamental areas of business management, through each Value Valve, and they have the ability to:

- Cut through the noise to focus on what's most important for the business
- Put together a professional team and align the team to the company purpose
- Get results quickly
- Create tangible company value
- Measure and improve every 90 days

## CEO Quadrants to Own

Professional CEOs own each of the four fundamental business areas that directly impact their company value: Foundation, Market, People, and Operations.

Most companies are strong in one or two of these areas; they've had to be to get where they are today. CEOs of elite companies take ownership of and master all quadrants, giving them control of their entire business to build tangible, measurable, and lasting company value.

CEOs who have developed these skills are in high demand. Professional CEOs can run almost any type of company with a high degree of success.



Connect with our CEO. Call **1-901-653-2930**  
Learn more [www.ShortTrackCEO.com](http://www.ShortTrackCEO.com)

# THE ShortTrack CEO BUSINESS MANAGEMENT SYSTEM

The first business management system designed for small to mid-market companies

ShortTrack CEO is a business management system designed by CEOs for leadership teams of private companies with less than \$100 million in revenue.

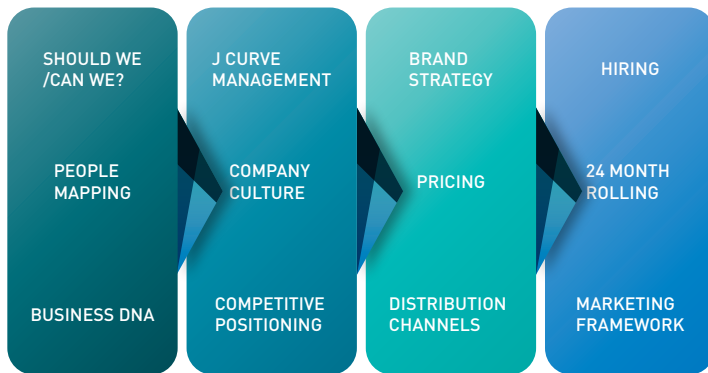
The ShortTrack system enables CEOs to master the four fundamental areas of their business that impact their value — Foundation, Market, People, and Operations — and align their teams to their purpose, to get measurable results every 90 days.

The ShortTrack system encompasses training, consulting, mentoring, seminars, and self study, and is backed by a complete set of tools that companies use daily to achieve powerful results. And it's delivered by a seasoned CEO.

## What the ShortTrack System Encompasses:



## TWELVE MODULES OF THE ShortTrack SYSTEM



The ShortTrack system isn't a shortcut — it's a 12 month program that puts CEOs on the fast track to building tangible, measurable, and lasting value in their company.

The tools include computer software, assessments, templates, charts, calculators, graphs, spreadsheets, Word documents, and reports. Leadership teams are guided by a seasoned CEO and use the tools to turn concepts into action to produce tangible, measurable results in their business.

If you're the CEO of a Fortune 500 company and you're not effective, you get fired by the board.

If you're the CEO of a \$25 million company that you own and you're not effective, you blame sales, the market, and even your customers or other factors.

The difference is that the Fortune 500 CEO is trained and has the tools and people in place to perform the requirements of any CEO.

The CEO of the \$25 million company almost always feels like he is winging it.

## RESULTS

### Build tangible, measurable value every 90 days

Companies that enter the ShortTrack are taking the fastest route to building tangible, measurable, and lasting value in their company. The program puts them on track to:

- Ensure that their offering is viable tomorrow
- Begin influencing their market
- Align their people to their strategy
- Measure performance and benchmark operational results
- Continue creating tangible value as their business gets larger

More importantly, companies on the ShortTrack have the infrastructure and tools to improve each area, and their *value*, on a daily basis. This ensures that they avoid the trap of poorly planned revenue and develop the skills to navigate through each Value Valve.

## OUR BACKGROUND

The system resulted from work with more than 2,000 CEOs of companies under \$100 million in revenue

ShortTrack CEO founders are internationally-recognized business speakers, trainers, facilitators, strategists, creators, and thought-leaders who have leveraged their unique insights into the hearts and minds of CEOs of small to mid-market companies to deliver a solution unlike anything in the marketplace today.

For the last 10 years these elite masters of industry have studied the principles and practices of companies that have achieved long-term success. ShortTrack CEO founders have worked with over 2,000 CEOs of companies with less than \$100 million in revenue, worldwide.

ShortTrack CEO is led by Ken Edmundson, a serial CEO who has built three successful companies in three different industries over his career.

There are two ways to become a CEO: You can be hired to replace an outgoing CEO, or you can own a company and appoint yourself CEO.

Most people that appoint themselves a CEO are really a CO, or Chief Operator, because they haven't received the CEO training or developed the skills required to successfully build tangible, measurable and lasting company value.

CEOs that have developed these skills are in high demand. Professional CEOs can run almost any type of company with a high degree of success.

For more information, visit [www.ShortTrackCEO.com](http://www.ShortTrackCEO.com). Client space is limited, so start the conversation today. Start online, call us at **1-901-653-2930** or email us at [start@shorttrackceo.com](mailto:start@shorttrackceo.com)

We realize that ShortTrack is not a fit for every company, so we'll complete an analysis to determine if your company meets the ShortTrack criteria; if so, we'll project the impact and results you might expect to achieve.

# CONTACT US

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