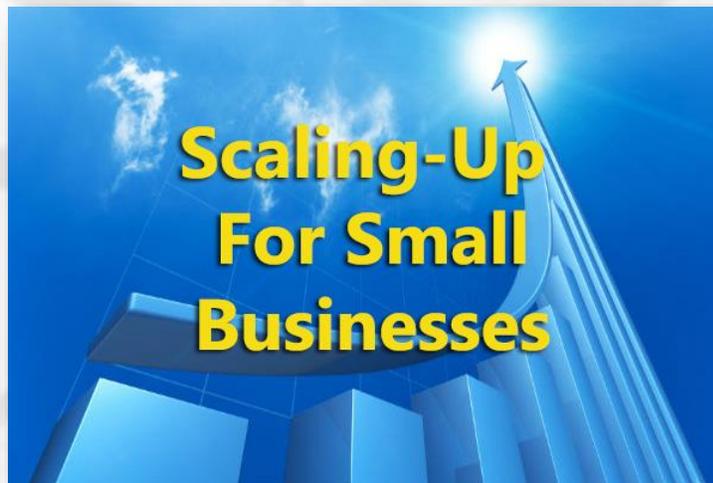


# Small Business Scaling Strategies, Tactics and Accountabilities



## WHITEPAPER

Confidential Document



*"Quantum Results Through The Center Path"*

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Seed capital funded small businesses and start-ups must rapidly scale-up by building a superlative leadership culture, implementing solid accountability and performance protocols and seizing the competitive advantage in the marketplace. While these are the obvious challenges, it is how they are dealt with that makes or breaks a growing enterprise. There are four factors that *must be navigated with precision* to ensure rapid, responsible and profitable scaling for any enterprise. They are, *Superlative Leadership Culture, Accountability Performance Benchmarking, Dynamic Management Engagement, and Compelling Marketing Presence*. Our seasoned consulting team will equip you with the tools, skills and experience needed to navigate these four factors and scale-up your enterprise with confidence. The four factors addressed in this program are as follows:

### Superlative Leadership Culture

Establish trust, co-respect, collaboration and "egoless engagement" between the executive team; behaviors that benefit the viability of the enterprise rather than the needs of any one individual. *This approach is vital to maintaining cohesion especially during initial burn-rate and cash flow crunch periods.*

- Implement the "SupraSelf, Set Your Ego Aside" leadership context and culture.
- Engage in the leadership practices of "Presence & Awareness, Presence & Choice."
- Adopt and integrate the "Power of Context" leadership alignment methodology.
- Utilize the "Four Levels of Awareness" model for responsible proactive interactions.

### Accountability Performance Benchmarking

Implement and align on a results-oriented goal-setting and accountability tracking system for all team members. Every member must maintain 100% responsibility for their areas of accountability and responsibility. *One key accountability drop-out is all it takes to kill a company's momentum.*

- Align on practicing the "Commitment & Accountability - No Excuses" model
- Clarify a system of "Goal Setting and Achievement" that all staff aligns with.
- Implement the "Excellence Verses Perfection" behavioral feedback model.
- Avoiding "hidden bombs" through exercising "Transparent Communications."

### Dynamic Management Engagement

A growing enterprise is a dynamic organism that must not be managed with a static set of rules. The performance and operational effectiveness of every team member must be addressed independently and uniquely. *A carte-blanc "one size fits all" management approach is responsible for 75% of all small business and start-up failures.*

- Learn the "Performance Coaching Model" for creating vital buy-in and ownership.
- Implement the "Three Stages of Delegation" to ensure task and job completion.
- Master "Generative Listening" communication skill for optimizing team results.
- Employ the "Four Operating States" vital to optimizing organizational decisions.

### Compelling Marketing Presence

A compelling marketing presence is about having a clearly defined vision and values that evokes enthusiasm, participation and engagement. While social networking may be the end-all platform for marketing it is our ability to influence buyers through personal, authentic means that makes all the difference. *What we are inspired about, others will become inspired about.*

- Gain skill and confidence in the "Power of Persuasion" and rapport-building.
- Employ the principles of "Trimtab Leveraging" as a way to gain market share.
- Pitch presentation grooming through the "Being Present" videotape feedback.
- Perfecting your "Vision and Values" for inspiring your team and growing sales.

**Company Statement**

*Diamius Multinational* is a highly-respected leadership and business development firm based in Los Angeles, California. Our company is composed of a team of professionals who hold academic degrees in business management, organizational development, marketing and promotions, finances and legal. In addition to our academic achievements, our team possesses many years of real-time experience working in a wide range of industry genres, including technology, finance and banking, medical and science, legal, manufacturing, engineering and retail. Our leadership experts are award-winning designers and implementers who have worked with many Fortune 50 enterprise-level workforces totaling more than 60,000 executives, managers and contributors.

**Relevant Experience**

For program and services interventions to be maximally effective their designers and deliverers must have a thorough understanding of the competitive factors existing both inside and outside the client’s scope of engagement. They must have a grasp of the chain-of-command, channels of accountability dynamics existing between diverse divisions as well as the health of client-facing engagements. Here are some of the specific business areas we have designed and successfully implemented programs for over the past two decades.

- Start-Ups, New Business Ventures, Entrepreneurial Leaders
- Sales Channels, Consulting Groups, Marketing Divisions
- Field Organizations, National & International Enterprises
- Manufacturing, R & D, Technical Labs, Call Centers
- Administration, Finance, Quality Control, Order Fulfillment
- Executive Staff, Divisional & District Management Staff
- Individual Contributors, Account Reps and Sales Teams

**Client Referral List**

Here is a partial list of our Fortune 50 corporate clients. Referral contacts from these companies are available upon request.

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| <ul style="list-style-type: none"> <li>• Agilent Technologies</li> <li>• AT&amp;T Corporation</li> <li>• Frank Russell Company</li> <li>• Hewlett-Packard Company</li> <li>• Intel Corporation</li> <li>• Intuit, Inc.</li> <li>• Microsoft Corporation</li> <li>• Monarch Health Systems</li> </ul> | <ul style="list-style-type: none"> <li>• Pacific Telesis</li> <li>• Pacific Bell</li> <li>• Proctor and Gamble</li> <li>• Prudential Insurance</li> <li>• Sutter Health Systems</li> <li>• Tektronix, Inc.</li> <li>• Yahoo, Inc.</li> <li>• XTC, Extreme Tech Challenge</li> </ul> |
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