



ValuePoints™

A FAMILY BUSINESS OPERATING SYSTEM

OCTOBER 14
IN-PERSON WORKSHOP

3 Ways to Grow your Family Business

RSVP TODAY!

LEHIGH VALLEY WORKSHOP

Facilitated by
CHERYL DOLL



**OWNERS...BRING YOUR
LEADERSHIP TEAMS!**

INVESTMENT: \$595

OCTOBER 14 2021

8:00 AM to 11:00 AM

Light Breakfast Served

Pre-workshop homework sent in advance to make the LIVE workshops more interactive & allow ample time for questions.

HAVE QUESTIONS?

Contact the Compass Point Team

610.297.2176

cdoll@compasspt.com

COMPASS POINT

FAMILY BUSINESS STRATEGIES

WHY BUILD VALUE IN THE BUSINESS?

Future growth, sustainability, and legacy are the top reasons we hear from the family business owners we work with. If a company is not growing, then it is coasting and that only leads downhill – a direction that may not be easy to correct. And if the last 18 months have shown us anything, it is that challenges to our business can come from anywhere and in any form.

ValuePoints is a proven family business operating system to help family-owned companies navigate the ever-changing landscape of business today.

WHO SHOULD ATTEND

This workshop was designed for **Family Business Owners with revenue between \$5M and \$100M who are looking for ways to scale and grow their business.**

- **Location:** Training Room @ 1525 Valley Center Pkwy, Suite 300, Bethlehem, PA
- **Attendees should include:** The Owner + Top 4-6 Key Executives
- **Limited Seating:** 6 Non-competing companies

Take your team & the business to the next level.

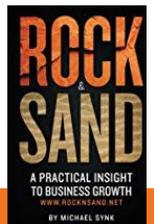
Investing just **3 hours** can significantly shift the thinking and actions of your leadership team as they learn agile how to implement these 3 concepts:

- The Customer Journey
- What Problem Do You Solve?
- Core Process Mapping

Along with interactive coaching, attendees receive practical tools including:

- Agile growth Assessment and Results Review
- Workbook PDF
- Rock and Sand by Michael Synk
- 90-minute coaching session to continue developing your "rocks"

REGISTRATION CLOSING October 7, 2021 · [CLICK TO REGISTER!](#)





Matthew Baran

Cheryl Doll

Tom Garrity

Cheyenne Bennett



COMPASS POINT CONSULTING

Growing Companies. Growing Leaders. Creating Legacies.

At Compass Point, we provide family business owners hands-on business coaching and leadership coaching through practical, actionable tools that drive growth, next-generation development and an operating system that identifies – then closes – the performance gaps within the company.

- Our ideal client is a family business owner, who:
- has company revenues between \$5M and \$100M
 - wants to grow the business to its potential
 - strives to deliver exceptional value to customers
 - understands the value of investing in their people
 - cares about the legacy of the business
 - wants to protect their family's financial future

Compass Point clients who have implemented ValuePoints experienced **consistent double digit growth** in year-over-year revenue and profit.

COMPASS POINT SERVICES

- ValuePoints™ Family Business Operating System
- 7Attributes for Agile Growth
- Executive High Performance Coaching
- Leadership Team Coaching
- Governance & Board Development
- Succession Process & Plan Development
- Value Gap Assessment
- Next Chapter Design

WE ARE EXPERIENCED FAMILY BUSINESS EXPERTS.

TOM GARRITY

Senior Family Business Advisor | Founder | Gravitas Coach

Tom leads Compass Point and taps on his own work experience inside several family-run businesses to guide owners through the complex, often emotional dynamics inherent in a multi-generational business, helping the business grow, scale and create a legacy.

CHEYENNE BENNETT, Ph.D.

Senior Family Business Advisor | Certified High-Performance Coach

Cheyenne works with business owners, senior executives and whole management teams via group and one-on-one coaching to help them understand their role in the company culture & reach their next level of performance.

CHERYL DOLL, Ed.D.

Senior Family Business Advisor | Gravitas Coach

Cheryl guides Compass Point clients through the collaborative process of building a strategic plan, creating a governing structure and operational processes a family business needs to scale its growth and plan for ownership transition in the future.

MATTHEW BARAN

Senior Family Business Advisor

Matthew brings generational family business experience to Compass Point clients, helping them navigate the challenges of rapid growth, the 5Ds of Life and how to be ready for merger & acquisition opportunities – all while preserving the company culture and jobs.

