



*Equipping leaders to
flourish in life and work.*

Growability.com | joshua@growability.com



AUSTIN CAGLE
Growability® Coach

Email: austin.cagle@gmail.com

Cell: (615) 202-9720
growability.com

HEAR WHAT OUR CLIENTS HAVE TO SAY**SENATOR SHANE REEVES**

State Senator for the 14th District of Tennessee

“Caution!! Do not engage the services of Growability® until you are ready for exponential growth, accountability and life changing content.”

OXANA MEADE

Owner - Oxana Salon

“Growability helped so much. I hired the best management team, doubled my employees, opened a second location, and became more efficient and strategic. I got my life back!

**DR. PAM SINGER**

Ascension Medical Group - Physician of the Year for 2020

“Professional coaching is not a luxury; it is a must for those of us who are leaders and influencers. Growability® specifically tailors it's curriculum for professionals seeking to enhance their business processes and discover new meaning and joy in their work.”

DR. MARK HARDISON

Owner - Middle Tennessee Oral & Implant Surgery

“Applying the principles taught by Joshua and his team over the last several years has done more than help us increase our revenue by 50%, it has also helped us deeply impact our community.”



Cultivating Vision, Rhythm and Community in Life and Work



Growability® COACHING

Growability® Coaching is ideal for business leaders who prioritize character and excellence. We help leaders cultivate vision, rhythm and community in their life and work.

SCOPE: Two 90-minute sessions monthly / access to a mentor and tool-kit



Growability® COURSES

Growability® Courses are 6-week leadership courses designed to equip leaders for exponential growth. Each course is provided in group settings with hand-picked participants and course leaders.

SCOPE: Six 90-minute group sessions held in person or via zoom



Growability® CONSULTATION

Growability® Consultation is ideal for organizations transitioning from growth to maturity. We help your team build the systems and processes necessary to scale.

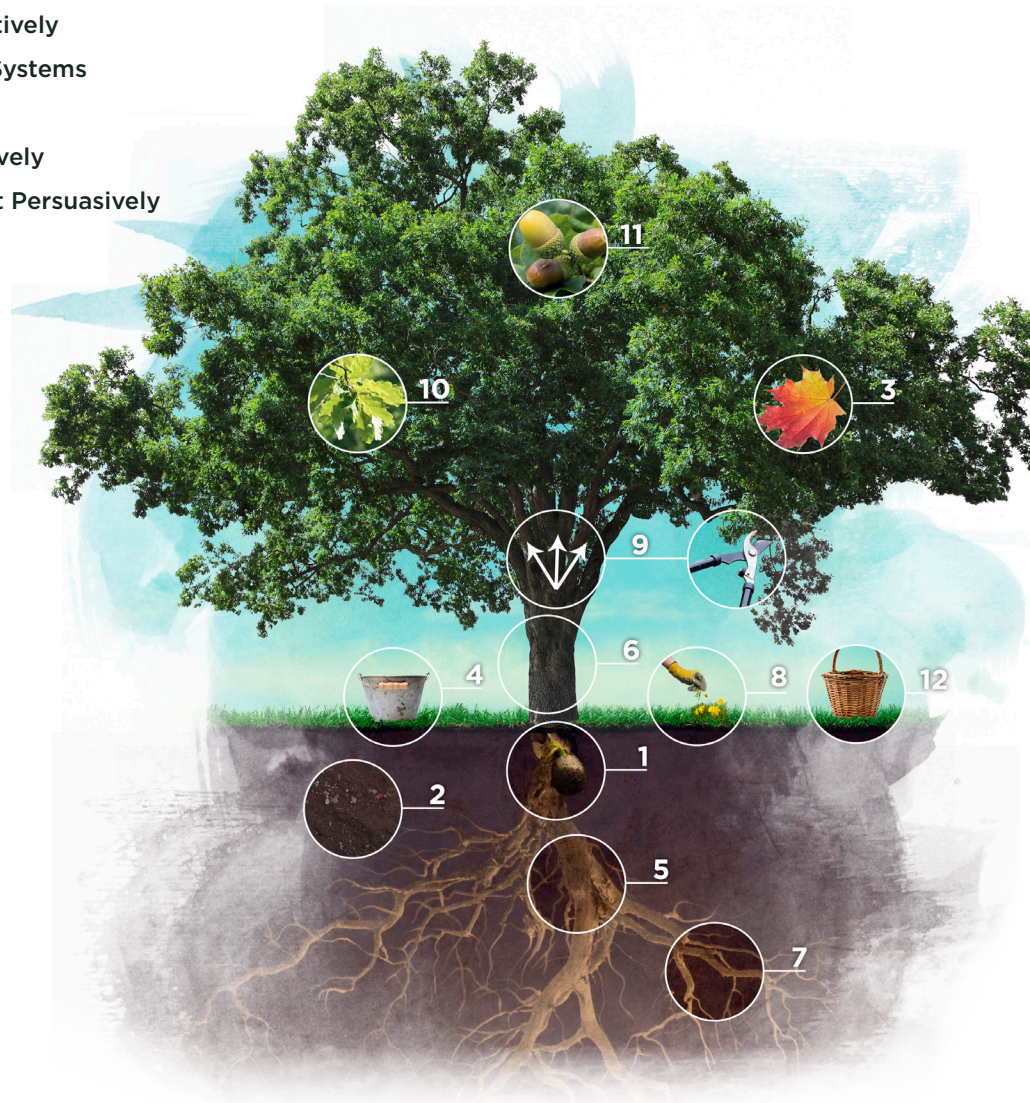
SCOPE: Two Half-day sessions per month / access to the Growability® tool-kit

OUR MODEL

The 12-Step **Growability**® Business Model uses the analogy of growing a tree to teach the 12 fundamentals for growing a healthy and thriving organization.

The **Growability**® 12-Step Model

1. SEED: *The ability to Establish Vision*
2. SOIL: *The ability to Attract Customers*
3. SEASON: *The ability to Plan Strategically*
4. WATER: *The ability to Empower Teamwork*
5. TAPROOT: *The ability to Set Goals*
6. TRUNK: *The ability to Master Money*
7. ROOTS: *The ability to Build Community*
8. GARDENER: *The ability to Prune Effectively*
9. BRANCHES: *The ability to Streamline Systems*
10. LEAVES: *The ability to Maximize Time*
11. FRUIT: *The ability to Measure Productively*
12. MULTIPLICATION: *The ability to Market Persuasively*



TEAM ASSESSMENT & PERSONALITY TRAINING

The strongest resource in any organization is its team. Growability® offers in-depth team training and strengths assessments and then teaches best practices for teamwork and productivity.

4. WATER: WHAT IS YOUR RESOURCE?

Growability® - Talent: Strengthsfinder 2.0 Individual Strengths

The Gallup organization created a test called Strengthsfinder 2.0 that helps you see your top strengths out of a possible 34. These strengths can be categorized in the following four areas:

Name _____
Date _____



MOTIVATION

Incentive & Influence

COLLABORATION

Communication & Teamwork

ACTION

Focus & Measurement

TEAM MEMBER PERSONALITY PROFILE

BEST TEAM ROLE:



☐ FOUNTAIN
(Innovation)
Growth minded
Self Starter
Idea Factory



☐ BUILDER
(Management)
Profit minded
Playbook Maker
Communicator



☒ POURER
(Achievement)
Productivity minded
Task driven
Implementer

ORGANIZATION: Growability®

TEAM MEMBER:
REBECCA MACLEOD

FAMILY
Siblings: Hannah, Rebecca, Caleb, John,
Luke, Joshua, Elizabeth, Samuel
Pets: None
Preferred Name: Rebecca



Personal Mission:

DISC PROFILE



D
WIN!



I
FUN!



S
BALANCE!



C
RELIABILITY!



From a possible 57

STRENGTHSFINDER 2.0 - TOP 10



PLANNING
Vision & Goals

6. LEARNER



MOTIVATION
Incentive & Influence

8. COMPETITION



COLLABORATION
Communication & Teamwork

4. HARMONY

10. CONNECTEDNESS



ACTION
Focus & Measurement

1. ACHIEVER

2. RESPONSIBILITY

3. BELIEF

5. DISCIPLINE

7. ARRANGER

9. FOCUS

TOP 3

1. **ACHIEVER** - People strong in the Achiever theme have a great deal of stamina and work hard. They take great satisfaction from being busy and productive.

2. **RESPONSIBILITY** - Take psychological ownership of what they say they will do. They are committed to stable values such as honesty and loyalty.

3. **BELIEF** - People strong in the Belief theme have certain core values that are unchanging. Out of these values emerges a defined purpose for their life.

© Growability® Joshua MacLeod | Joshua@growability.com

Go to www.gallupstrengthscenter.com to purchase a Strengthsfinder Top 5 Strengths Test. For top 5 or 10 strengths from the list and write each number ranking in the space provided.

ACTIVATOR _____ ADAPTABILITY _____ ACHIEVER _____

COMMAND _____ DEVELOPER _____ ARRANGER _____

COMMUNICATION _____ CONNECTEDNESS _____ BELIEF _____

COMPETITION _____ EMPATHY _____ CONSISTENCY _____

MAXIMIZER _____ HARMONY _____ DELIBERATIVE _____

SELF-ASSURANCE _____ INCLUDER _____ DISCIPLINE _____

SIGNIFICANCE _____ INDIVIDUALIZATION _____ FOCUS _____

WOO _____ POSITIVITY _____ RESPONSIBILITY _____

RELATOR _____ RESTORATIVE _____

© Growability® | Joshua MacLeod | info@growability.com



**STRENGTHS
FINDER 2.0**

ORGANIZATION ASSESSMENT & SWOT ANALYSIS

Our comprehensive assessment helps the business owner discover key strengths, weaknesses, opportunities and threats. This assessment is the foundation for determining where to focus towards either growth or stability.

1. SEASON: WHERE SHOULD YOU FOCUS?

Quarterly Growability® Score

Calculate your total Growability® score from the previous worksheets. Then, for each of the management areas listed below, place a check in the circle that best represents your management in each area. Green = No improvement needed. Yellow = Some improvement needed. Red = Much improvement needed.

Date _____

Score _____

LEADERSHIP _____

MARKETING _____

- ☐ Brand
- ☐ Sales
- ☐ Advertising
- ☐ Tribe

RESOURCE MANAGEMENT _____

- ☐ Budget/Accounting
- ☐ Facilities/Maintenance
- ☐ IT/Technology
- ☐ Tools/Inventory

OPERATIONS _____

- ☐ Time Tracking & Management
- ☐ Project Tracking & Management
- ☐ Standard Operating Procedures - "Playbooks"
- ☐ Key Performance Indicators - "KPIs / KPDs"

TEAMWORK _____

- ☐ Recruiting & Role Assignments
- ☐ Job Descriptions & Clarity
- ☐ Continuing Education & Skills Development
- ☐ Team Motivation

1. SEASON: WHERE SHOULD YOU FOCUS?

Quarterly Growability® Score

Use the following self assessment tool to evaluate the health of your organization in each area listed.

LEADERSHIP			
ORGANIZATIONAL GOAL DEVELOPMENT		ORGANIZATIONAL COMMUNICATION	
<input type="checkbox"/> Accomplished by me	<input type="checkbox"/> We are excellent at this	<input type="checkbox"/> Accomplished by me	<input type="checkbox"/> We are excellent at this
<input type="checkbox"/> Delegated to team	<input type="checkbox"/> We are good at this	<input type="checkbox"/> Delegated to team	<input type="checkbox"/> We are good at this
<input type="checkbox"/> Delegated to vendor	<input type="checkbox"/> We are ok at this	<input type="checkbox"/> Delegated to vendor	<input type="checkbox"/> We are ok at this
<input type="checkbox"/> Not currently assigned	<input type="checkbox"/> Needs a lot of work	<input type="checkbox"/> Not currently assigned	<input type="checkbox"/> Needs a lot of work
<input type="checkbox"/> Role an ideal fit	<input type="checkbox"/> Not currently applicable at our organization	<input type="checkbox"/> Role an ideal fit	<input type="checkbox"/> Not currently applicable at our organization
<input type="checkbox"/> Role not an ideal fit		<input type="checkbox"/> Role not an ideal fit	
ORGANIZATIONAL ACCOUNTABILITY			
<input type="checkbox"/> Accomplished by me	<input type="checkbox"/> We are excellent at this	<input type="checkbox"/> Accomplished by me	<input type="checkbox"/> We are excellent at this
<input type="checkbox"/> Delegated to team	<input type="checkbox"/> We are good at this	<input type="checkbox"/> Delegated to team	<input type="checkbox"/> We are good at this
<input type="checkbox"/> Delegated to vendor	<input type="checkbox"/> We are ok at this	<input type="checkbox"/> Delegated to vendor	<input type="checkbox"/> We are ok at this
<input type="checkbox"/> Not currently assigned	<input type="checkbox"/> Needs a lot of work	<input type="checkbox"/> Not currently assigned	<input type="checkbox"/> Needs a lot of work

1. SEASON: WHERE SHOULD YOU FOCUS?

Use the following self assessment tool to evaluate the health of your organization in each area listed.

TEAMWORK			
JOB DESCRIPTIONS & CLARITY			
<input type="checkbox"/> Accomplished by me	<input type="checkbox"/> We are excellent at this	<input type="checkbox"/> Accomplished by me	<input type="checkbox"/> We are excellent at this
<input type="checkbox"/> Delegated to team	<input type="checkbox"/> We are good at this	<input type="checkbox"/> Delegated to team	<input type="checkbox"/> We are good at this
<input type="checkbox"/> Delegated to vendor	<input type="checkbox"/> We are ok at this	<input type="checkbox"/> Delegated to vendor	<input type="checkbox"/> We are ok at this
<input type="checkbox"/> Not currently assigned	<input type="checkbox"/> Needs a lot of work	<input type="checkbox"/> Not currently assigned	<input type="checkbox"/> Needs a lot of work
<input type="checkbox"/> Role an ideal fit	<input type="checkbox"/> Not currently applicable at our organization	<input type="checkbox"/> Role an ideal fit	<input type="checkbox"/> Not currently applicable at our organization
<input type="checkbox"/> Role not an ideal fit		<input type="checkbox"/> Role not an ideal fit	
TEAM MOTIVATION			
<input type="checkbox"/> Accomplished by me	<input type="checkbox"/> We are excellent at this	<input type="checkbox"/> Accomplished by me	<input type="checkbox"/> We are excellent at this
<input type="checkbox"/> Delegated to team	<input type="checkbox"/> We are good at this	<input type="checkbox"/> Delegated to team	<input type="checkbox"/> We are good at this
<input type="checkbox"/> Delegated to vendor	<input type="checkbox"/> We are ok at this	<input type="checkbox"/> Delegated to vendor	<input type="checkbox"/> We are ok at this
<input type="checkbox"/> Not currently assigned	<input type="checkbox"/> Needs a lot of work	<input type="checkbox"/> Not currently assigned	<input type="checkbox"/> Needs a lot of work
<input type="checkbox"/> Role an ideal fit	<input type="checkbox"/> Not currently applicable at our organization	<input type="checkbox"/> Role an ideal fit	<input type="checkbox"/> Not currently applicable at our organization
<input type="checkbox"/> Role not an ideal fit		<input type="checkbox"/> Role not an ideal fit	
OPERATIONS			
PROJECT TRACKING & MANAGEMENT			
<input type="checkbox"/> Accomplished by me	<input type="checkbox"/> We are excellent at this	<input type="checkbox"/> Accomplished by me	<input type="checkbox"/> We are excellent at this
<input type="checkbox"/> Delegated to team	<input type="checkbox"/> We are good at this	<input type="checkbox"/> Delegated to team	<input type="checkbox"/> We are good at this
<input type="checkbox"/> Delegated to vendor	<input type="checkbox"/> We are ok at this	<input type="checkbox"/> Delegated to vendor	<input type="checkbox"/> We are ok at this
<input type="checkbox"/> Not currently assigned	<input type="checkbox"/> Needs a lot of work	<input type="checkbox"/> Not currently assigned	<input type="checkbox"/> Needs a lot of work
<input type="checkbox"/> Role an ideal fit	<input type="checkbox"/> Not currently applicable at our organization	<input type="checkbox"/> Role an ideal fit	<input type="checkbox"/> Not currently applicable at our organization
<input type="checkbox"/> Role not an ideal fit		<input type="checkbox"/> Role not an ideal fit	
KEY PERFORMANCE INDICATORS - "KPIs / KPDs"			
<input type="checkbox"/> Accomplished by me	<input type="checkbox"/> We are excellent at this	<input type="checkbox"/> Accomplished by me	<input type="checkbox"/> We are excellent at this
<input type="checkbox"/> Delegated to team	<input type="checkbox"/> We are good at this	<input type="checkbox"/> Delegated to team	<input type="checkbox"/> We are good at this
<input type="checkbox"/> Delegated to vendor	<input type="checkbox"/> We are ok at this	<input type="checkbox"/> Delegated to vendor	<input type="checkbox"/> We are ok at this
<input type="checkbox"/> Not currently assigned	<input type="checkbox"/> Needs a lot of work	<input type="checkbox"/> Not currently assigned	<input type="checkbox"/> Needs a lot of work
<input type="checkbox"/> Role an ideal fit	<input type="checkbox"/> Not currently applicable at our organization	<input type="checkbox"/> Role an ideal fit	<input type="checkbox"/> Not currently applicable at our organization
<input type="checkbox"/> Role not an ideal fit		<input type="checkbox"/> Role not an ideal fit	

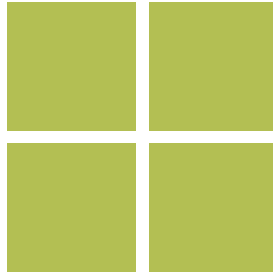
CUSTOMIZED STRATEGIC PLAN

After discovering your vision, mission, and values we help create a framework for creating goals, measurements, budgets and marketing strategies.

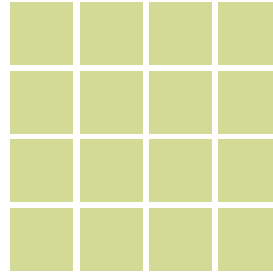
PLANNING TIME



MISSION
VISION
VALUES

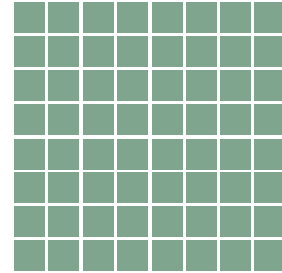


PRIORITIES
AND GOALS

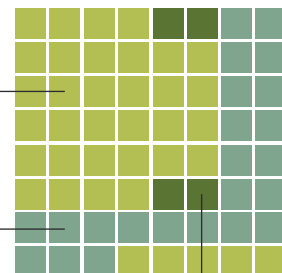


PROJECTS
AND
ACTIVITIES

ACTION TIME



PLAYBOOKS



Strengths
Team Member A

Strengths
Team Member B

Strengths
Team Member C

TEAMWORK

6. TRUNK: WHAT IS YOUR PLAN?

Growability® Task Level Toolbox

PROJECT / ACTIVITY NAME: _____ YR: _____ QTR: _____ VERSION: _____
Project / Activity Champion: _____ How and when is the activity measured?
Support Team (Manager): _____

PREPARE | "Set up the work" Tasks

6. TRUNK: WHAT IS YOUR PLAN?

Growability® Nonprofit Budget Template

Use this budget worksheet to consider the budget costs for your non-profit organization.

CATEGORY	ITEM	UNIT	QUANTITY	UNIT PRICE	TOTAL PRICE
ADMINISTRATIVE COSTS	Admin Staff Salaries	/ mo			
	Staff Development Costs	/ mo			
	Office Space / Storage	/ mo			
	IT / Communication	/ mo			
	Accounting Services	/ mo			
	Taxes/Licensing	/ mo			
	Utilities	/ mo			
	Office Supplies	/ mo			
	Legal / Professional Fees	/ mo			
	Postage / Shipping	/ mo			
FUNDRAISING COSTS	Event Production Costs	/ mo			
	Event Marketing Costs	/ mo			
	Event Staff Costs	/ mo			
	Event Materials Costs	/ mo			
	Event Transportation Costs	/ mo			
	Event Food & Beverage Costs	/ mo			
	Event Entertainment Costs	/ mo			
	Event Security Costs	/ mo			
	Event Insurance Costs	/ mo			
	Event Miscellaneous Costs	/ mo			
PROGRAM COSTS	Program Labor	/ mo			
	Program Supplies and Materials	/ mo			
	Program Repair	/ mo			
	Program Events	/ mo			
	Program Production	/ mo			
	Program Distribution	/ mo			
	Program Storage	/ mo			
	Program Travel	/ mo			
	Program Insurance	/ mo			
	Program Miscellaneous	/ mo			

TOTAL FIXED COSTS: \$ _____ EST. VARIABLE COSTS: \$ _____ MONTHLY BUDGET PROJECTION: \$ _____

© Growability® | Joshua MacLeod | info@growability.com

MEASURABLE DATA

Growability® works alongside the leaders of your organization to develop Key Performance Indicators (KPIs) and Key Performance Drivers (KPDs).

“It is not enough to do your best, you must also know what to do and then do your best.”

- W. Edwards Deming

11. FRUIT: HOW DO YOU MEASURE?



Growability® Top 3 Key Performance Indicators & Drivers

Key Performance Drivers (KPDs) are the necessary actions or activities that bring about the results you measure in your top **Key Performance Indicators (KPIs)**. If you were to only measure 3 things at your organization, what would they be? What are the three most important indicators to show if your organization is growing & healthy?

Name _____ Date _____ Year _____ Quarter _____



MOST IMPORTANT BUSINESS KPDs:



TOP 3 BUSINESS KPIs:

1. <input type="text"/>	}	1. <input type="text"/>	<input type="checkbox"/> Quantity <input type="checkbox"/> Quality <input type="checkbox"/> Strategy
2. <input type="text"/>			
3. <input type="text"/>			
1. <input type="text"/>	}	2. <input type="text"/>	<input type="checkbox"/> Quantity <input type="checkbox"/> Quality <input type="checkbox"/> Strategy
2. <input type="text"/>			
3. <input type="text"/>			
1. <input type="text"/>	}	3. <input type="text"/>	<input type="checkbox"/> Quantity <input type="checkbox"/> Quality <input type="checkbox"/> Strategy
2. <input type="text"/>			
3. <input type="text"/>			

© Growability® | Joshua MacLeod | info@growability.com

HOW DO YOU MEASURE?



KPD Dashboards

Use these **Key Performance Drivers (KPDs)** to track results and **KPIs (Key Performance Indicators)** to track the results of your business. What are the top 3 KPIs and KPDs to measure the success of your business?

Month _____ Week _____ Day _____

DATA		INTERPRETATION
Expected Results: (quantity or quality)	Actual Results: (quantity or quality)	Contributing Factors:
		Impact on Business?
Expected Results: (quantity or quality)	Actual Results: (quantity or quality)	Contributing Factors:
		Impact on Business?
Expected Results: (quantity or quality)	Actual Results: (quantity or quality)	Contributing Factors:
		Impact on Business?
Expected Results: (quantity or quality)	Actual Results: (quantity or quality)	Contributing Factors:
		Impact on Business?
Expected Results: (quantity or quality)	Actual Results: (quantity or quality)	Contributing Factors:
		Impact on Business?

© Growability® | Joshua MacLeod | info@growability.com

YEARLY STRATEGIC CALENDAR

Healthy habits are critical for creating tangible results. The Growability® Strategic Calender provides a framework for developing healthy business habits.

YEARLY
QUARTERLY
MONTHLY
WEEKLY

framework for developing healthy business habits.

YEARLY

QUARTERLY

MONTHLY

WEEKLY

5. TAPROOT: WHAT ARE YOUR GOALS?

Growability® Goal Creation Tool

Use this tool to create impact, stretch and strategic goals for your organization. Use the following template to choose either a quantity based goal, a quality based goal or a strategy based goal.

GOAL NAME:

Choose one: ☐ 20 Year Impact Goal ☐ 3-5 Year Stretch Goal ☐ 1 Year Goal

Choose one:

QUANTITY GOAL

☐ Financial Growth

☐ Number of Customers

☐ Number of Markets

QUALITY GOAL

☐ Product / Service Metrics

☐ Client Impact Metrics

☐ Society Impact Metrics

STRATEGIC GOAL

☐ Strategic Objectives

☐ Project Objectives

☐ Result Objectives

Write your goal:

from _____ to _____ by: _____

starting point end goal date

5. TAPROOT: WHAT ARE YOUR GOALS?

Growability® Quarterly MoSCoW Brain Down

The first step in creating goals for each quarter is a mental dump. Use the following worksheet to clear your head of the wide assortment of ideas and activities you currently face at your business. Then fill out checkboxes for each item before choosing your top 3 goals.

Name _____ Year _____

Organization Name _____

VISION QUESTIONS

What direction should we head? _____

What decisions should we make? _____

10. LEAVES: HOW DO YOU MANAGE?

Growability® Idea Brainstorm Meeting

Brainstorm sessions should be separate from project planning meetings. Use this brainstorm meeting template to create a list of great ideas for growing your business.

Ground Rules:

1. Every idea matters.
2. No criticism

1. What is the problem we are trying to solve?
2. What is the goal we are trying to achieve?
3. What have other people done about these problems and goals?

10. LEAVES: HOW DO YOU MANAGE?

Growability® Weekly W-A-T-C-H

Use the following template as an outline for having a great team meeting. The "Weekly W-A-T-C-H" allows your team to communicate their wins of the week, accomplishments & measurements, things they are thankful for, communicate their wins of the week, accomplishments & measurements, things they are thankful for, communicate their wins of the week, accomplishments & measurements, things they are thankful for.

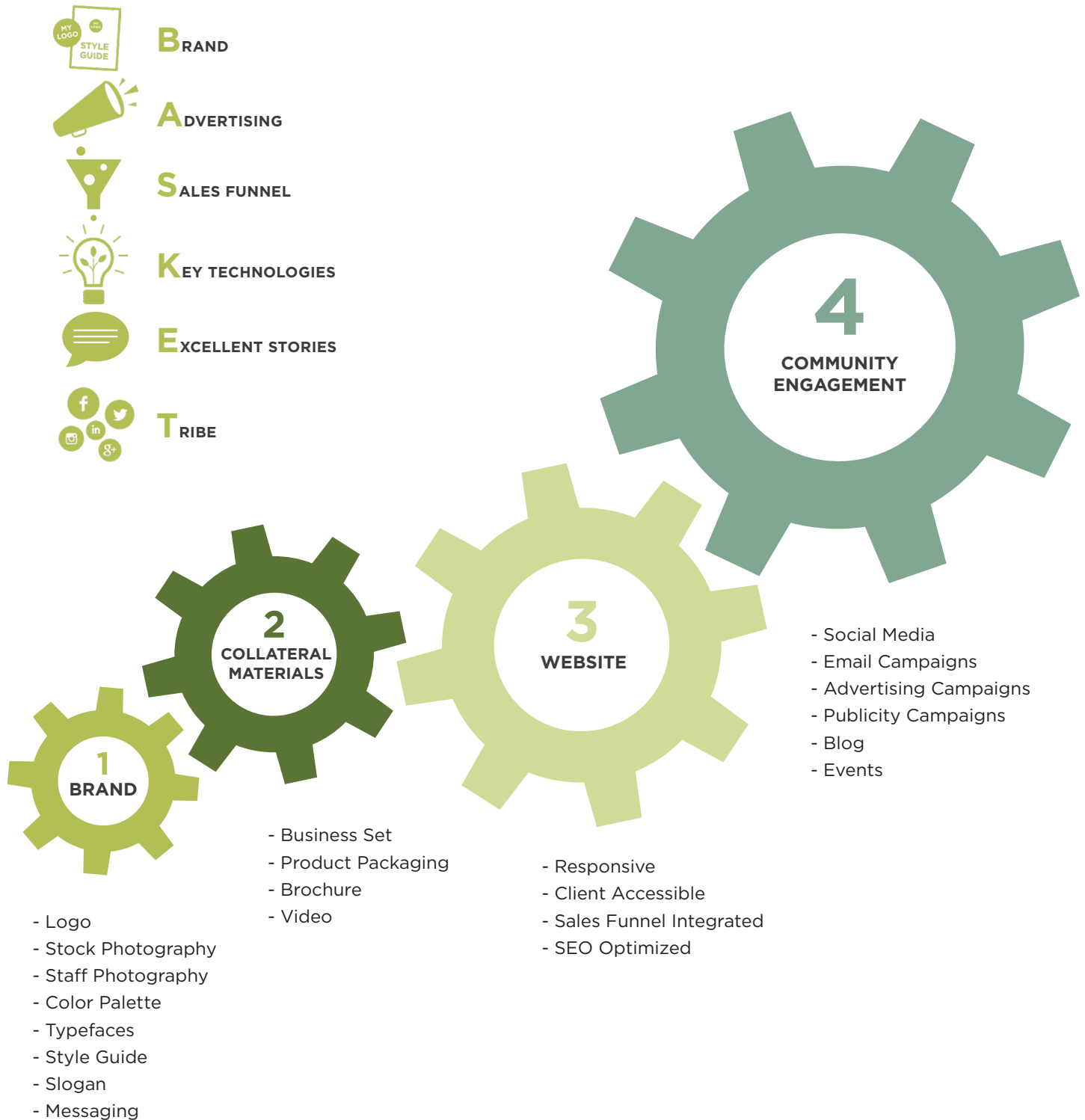
Organizational Goals _____

Week _____

© Growability® | Joshua MacLeod | info@growability.com

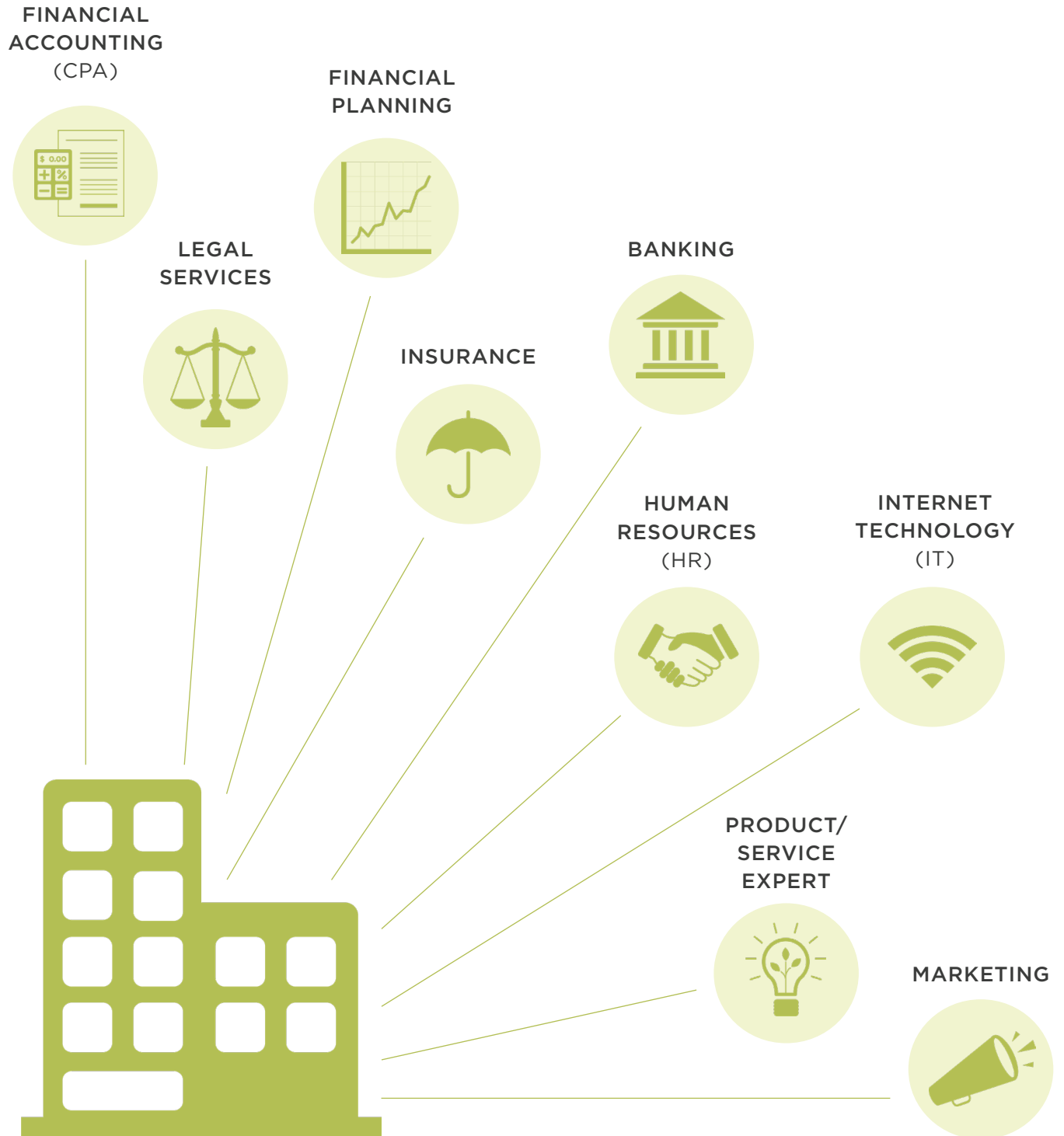
COMPREHENSIVE MARKETING STRATEGY

Growability® creates strategic, effective and measurable marketing strategies and solutions.



QUALIFIED VENDOR ACQUISITION

Discovering the right expert for your business can save years of frustration and posture your business for exponential growth. Growability® helps you vet the best vendors for your business.





AUSTIN CAGLE

Growability® Coach

Email: austin.cagle@gmail.com

Cell: (615) 202-9720

growability.com