



The 5 Pillars of Business Growth

October 29, 2013

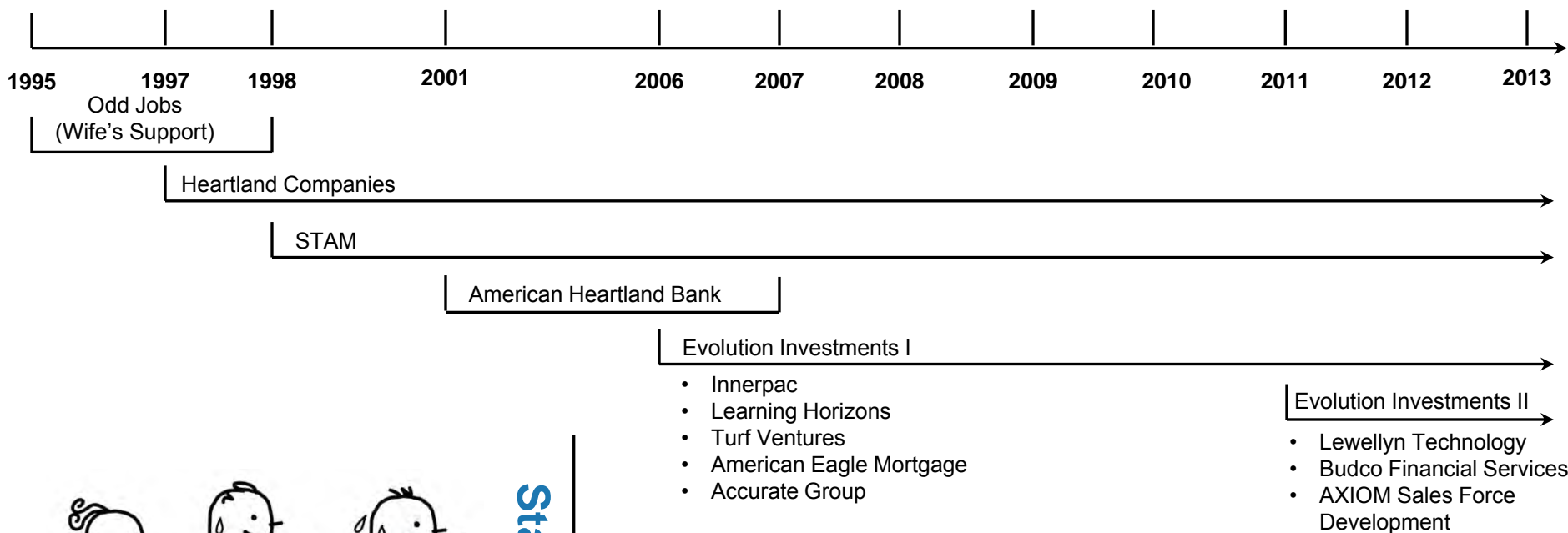


www.axial.net/events



The Evolution of an Entrepreneur

Professional Timeline



Start

OFF TO THE RACES ...



Taking the Entrepreneurial Path

Heartland Companies



**65,125 Square Foot Office/
Commercial/Industrial Condo Units**



Taking the Entrepreneurial Path

Stam Inc.

Crain's CLEVELAND BUSINESS

NOVEMBER 2, 1998

Tube bender getting fresh start with help of some familiar faces

Ex-VP part of new ownership at Stam Inc.

By DAVID PRIZINSKY

A new group of owners is rejuvenating the operations of Stam Inc., a steel tube bending company in Grand River that was formed 25 years ago to make heavy truck parts for the long-defunct White Motor Corp.

The company was acquired this summer by three investors, including majority owner Kent H. Marvin, who had been Stam's vice president of manufacturing for five years before leaving in 1994. He

company was for sale.

"Jerry had a prior offer from a buyer, but he wasn't sure the company would be kept in Grand River," Mr. Anderson said. Mr. Hackley, who has an unlisted phone number in Grand River, could not be reached for comment last week.

Completing the ownership group with Messrs. Marvin and Anderson is Timothy P. O'Sickey, a Berea-based sales representative with knowledge of the tube marketplace. Mr. O'Sickey is Stam's marketing director.

Mr. Anderson said Mr. Marvin's strength is his ability to work with people and his knowledge of shop



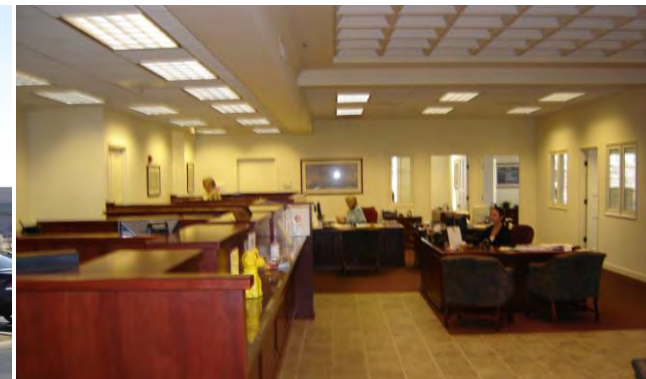
Brendan Anderson (left) and Kent Marvin, co-owners of Stam Inc.





Taking the Entrepreneurial Path

American Heartland Bank





The Leader in Growing Second Stage Companies SM

Investing in Entrepreneurs

Evolution Investments LLC

SOLID FIBER AND CORRUGATED • PARTITIONS • PADS • SPECIALTY DIE-CUTS

THE INSIDERS IN PACKAGING®

INNERPAC
THE PACKAGING INDUSTRY'S
LEADER
IN THE DESIGN AND
MANUFACTURE OF
PARTITIONS & PADS

MIDWEST: 1942 S. Lincoln Avenue, Chicago, IL 60604, P: 800.426.1272, F: 773.663.6901
SOUTHWEST: 244 Avenida Boulevard, El Paso, Texas 79901, P: 958.419.2771, F: 915.777.2515
NORTHEAST: #1 Parkway North, Salem, New Hampshire 03071, P: 603.282.4350, F: 603.282.4350
SOUTHERN CA: 13071 Fair Street, San Jose, CA 95131, P: 408.262.1432, F: 408.262.7504

WWW.INNERPAC.COM

Learning Horizons

Workbooks Activity Books Flash Cards Audio CDs Hands-On

So Many Ways to Learn

5301 Grant Avenue, Cleveland, OH 44115
P: 816.641.0400 • 800.539.8876 • F: 816.641.0800
www.learninghorizons.com

Turf Ventures is an Addison, Texas based chemical distribution business focused on supplying fertilizers, fungicides and other chemicals to the industry. Other chemicals of distribution for chemical products include professional and youth sports facilities. Turf Ventures combines leading professional turf maintenance brands with a team of local experts to deliver the best overall turf solutions to their customers. From onsite solutions designed to tackle site specific issues to building customer application programs that achieve maximum results, their customer staff is dedicated to the overall success of each and every customer.

turfventures
Your Local Turf Expert

www.turfventures.com

ACCURATE GROUP

The Accurate Group, LLC is a national title and valuation business providing information services and settlement services to the residential and commercial real estate industry. Accurate's services include the issuance of title insurance, home equity support, property valuation, appraisal services, basic flood zone certification, title search, closing, escrow and signing services.

WWW.ACCURATEGROUP.COM

The American Eagle Mortgage Corp.

"Making Dreams Come True"

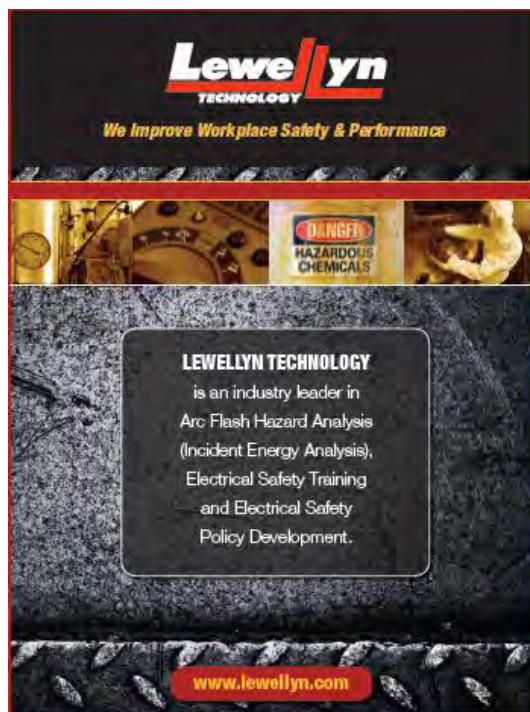
American Eagle Mortgage, based in Lorain, OH, is a premier mortgage lender providing loans in Ohio, Kentucky and Florida. American Eagle specializes in providing FHA and VA lending solutions for new home buyers.

- First Time Homebuyer Loans
- Conventional Loans
- FHA Loans
- VA Loans

www.aemc.cc

Investing in Entrepreneurs

Evolution Investments II LLC



Lewellyn
TECHNOLOGY

We Improve Workplace Safety & Performance

DANGER
HAZARDOUS
CHEMICALS

LEWELLYN TECHNOLOGY
is an industry leader in
Arc Flash Hazard Analysis
(Incident Energy Analysis),
Electrical Safety Training
and Electrical Safety
Policy Development.

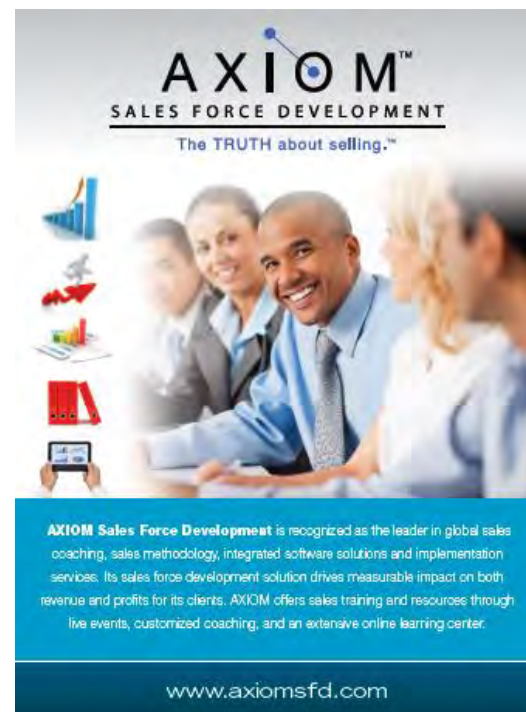
www.lewellyn.com



**BUDCO FINANCIAL
SERVICES, LLC**

BUDCO FINANCIAL SERVICES IS A PAYMENT PROCESSING BUSINESS
FINANCING EXTENDED WARRANTY PROGRAMS FOR VEHICLE
MANUFACTURERS AND OTHER OEMs. THE COMPANY'S EXPERTISE
ALSO INCLUDES THE ADMINISTRATION OF RECALL AND RECALL
PROGRAMS AS WELL AS OTHER ACCOUNTING-TYPE SERVICES.

WWW.BUDCOFINANCIALSERVICESONLINE.COM



AXIOM™
SALES FORCE DEVELOPMENT

The TRUTH about selling.™

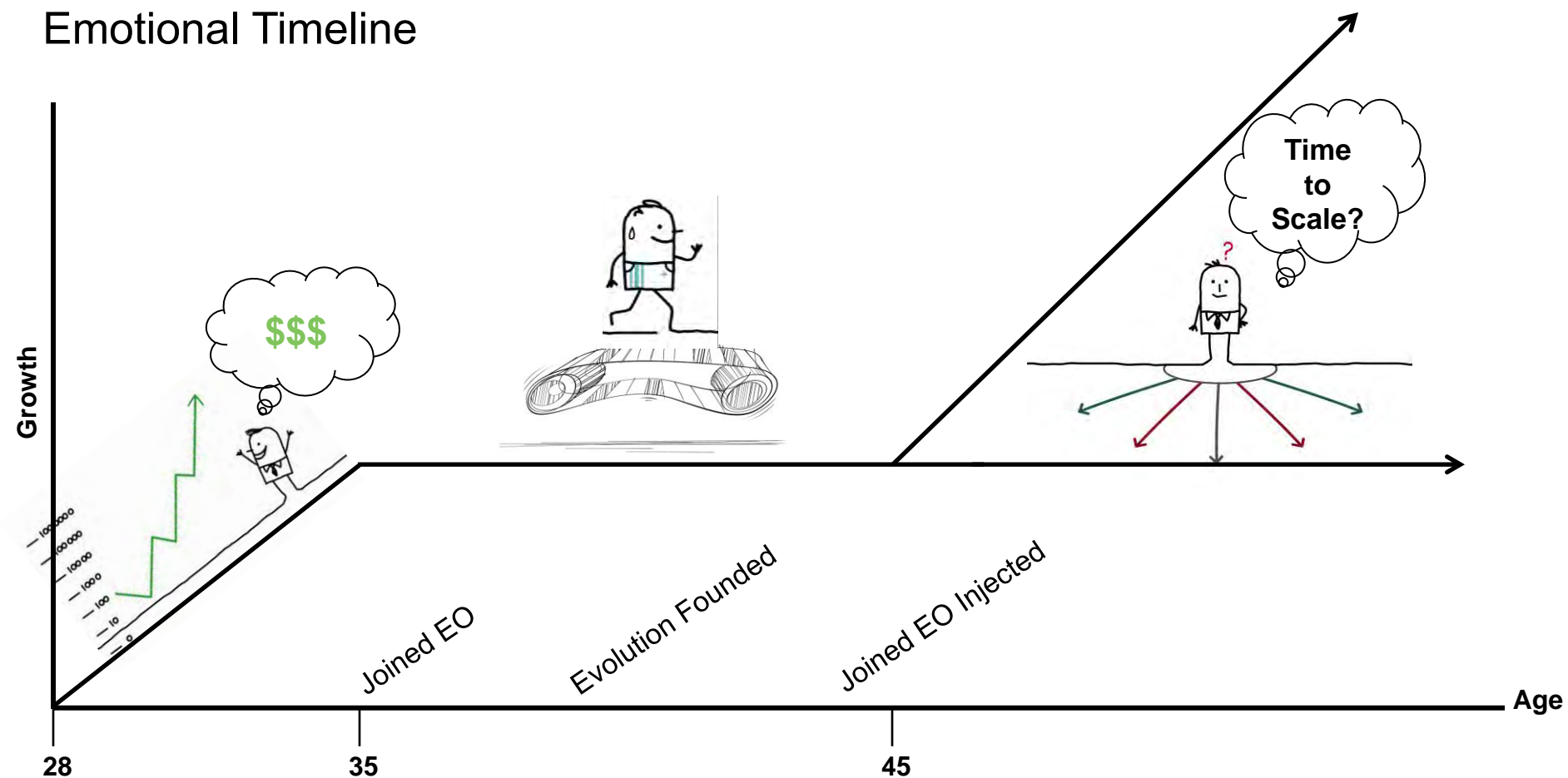
AXIOM Sales Force Development is recognized as the leader in global sales
coaching, sales methodology, integrated software solutions and implementation
services. Its sales force development solution drives measurable impact on both
revenue and profits for its clients. AXIOM offers sales training and resources through
live events, customized coaching, and an extensive online learning center.

www.axiomsfd.com



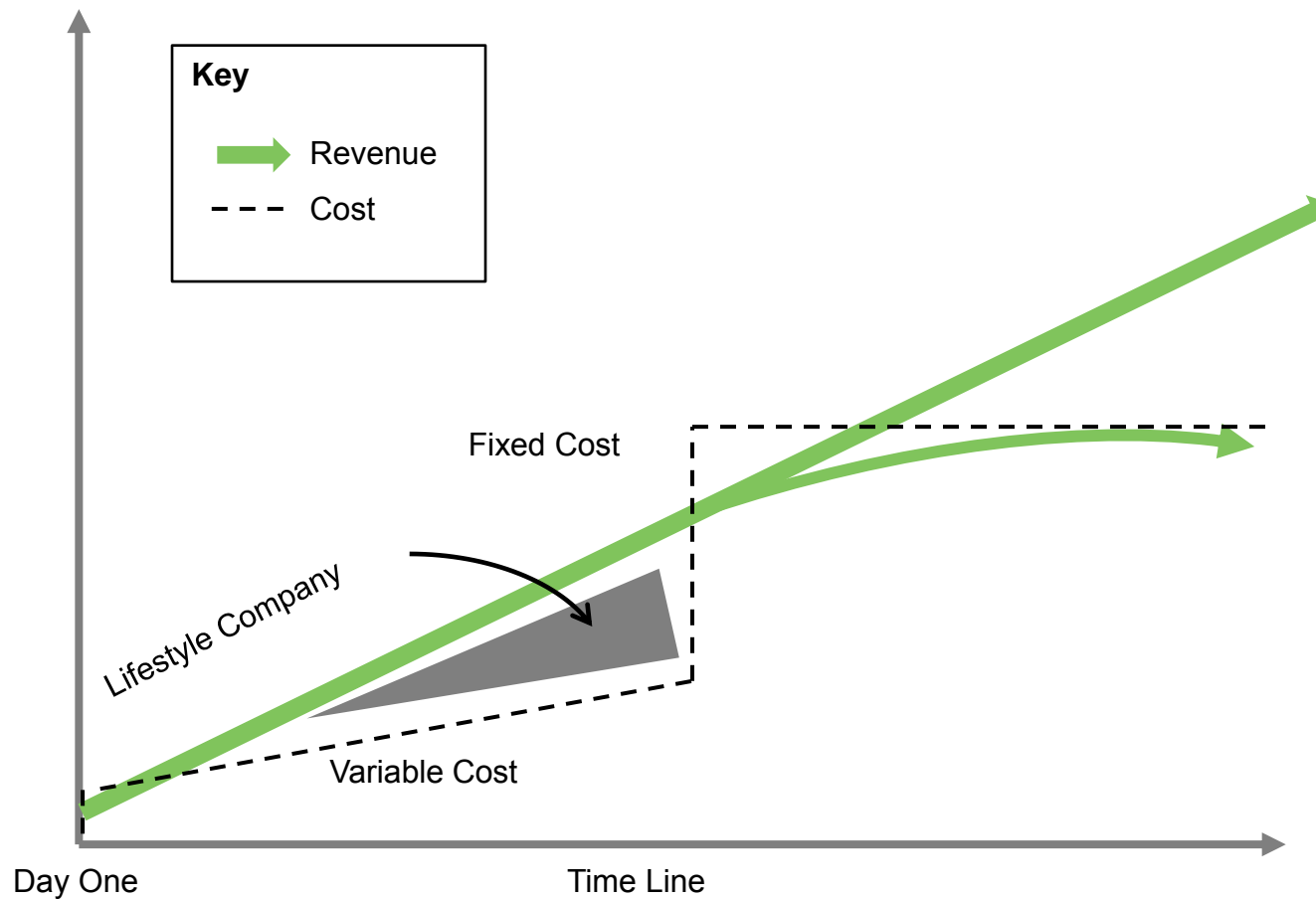
The Evolution of an Entrepreneur

Emotional Timeline

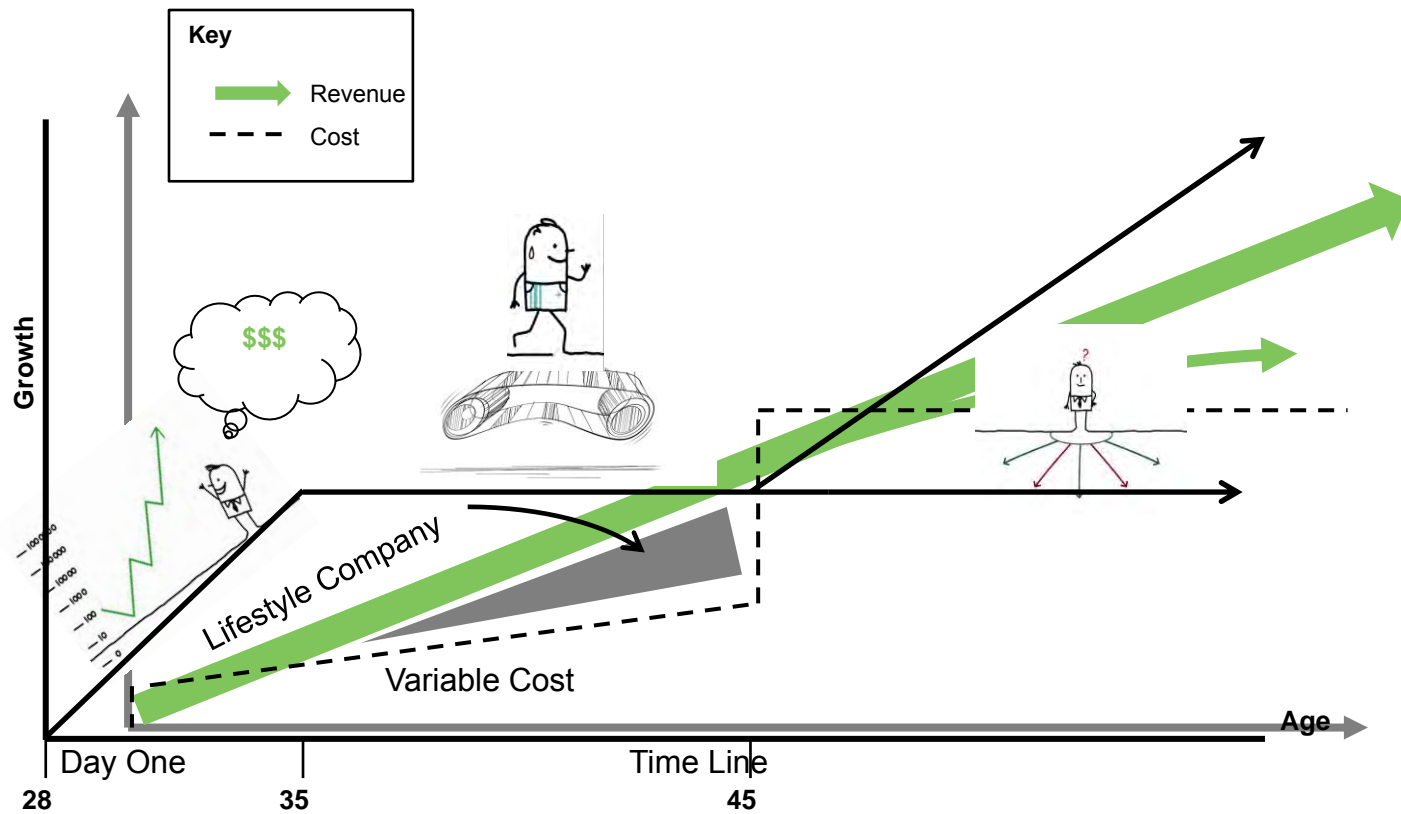




The Evolution of a Business

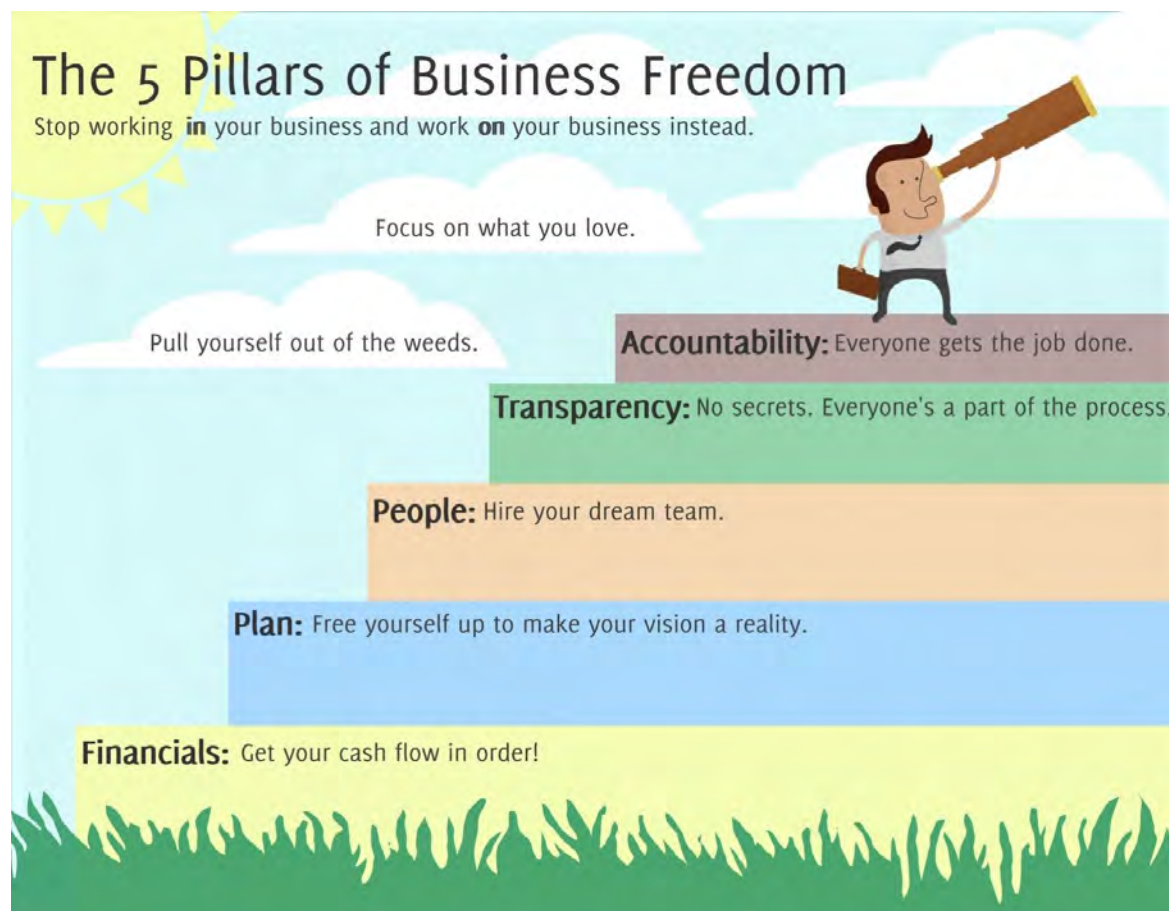


The Evolution of an Entrepreneur and His Business





Value Creation: Building A Foundation For Growth



Aligning your business around the 5 Pillars allows for a foundation for **scale** and the ability to move **further faster**



Financials: Get your cash flow in order!

- Daily dashboards & monthly financials
- Know your costs by customer, products, etc..
- Continuously develop key metrics and KPIs – *never stop looking for better numbers*
- Share the information
- Review quarterly

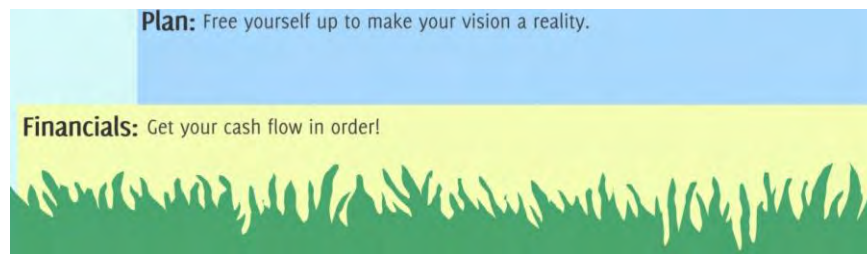
Financials: Get your cash flow in order!





Plan: Free yourself up to make your vision a reality


- Create a plan to somewhere! (Profitability, Debt Free, etc...)
- Just start – you are never done
- Simple works
- Plan will determine KPIs
- Listen to your team and advisors
- Revisit at least quarterly
- Create a “bridge” to where you want to be





People: Hire your dream team

- Be creative / resourceful
- Reach out to others
- Hire using core values
- Find people who have been there before
- Find a partner?
- Advisory Board
- Joint Venture




With great financials and a detailed plan, you will be able to attract people that would not normally be interested in joining a small business.

People: Hire your dream team.

Plan: Free yourself up to make your vision a reality.

Financials: Get your cash flow in order!





Transparency: Everyone's a part of the process

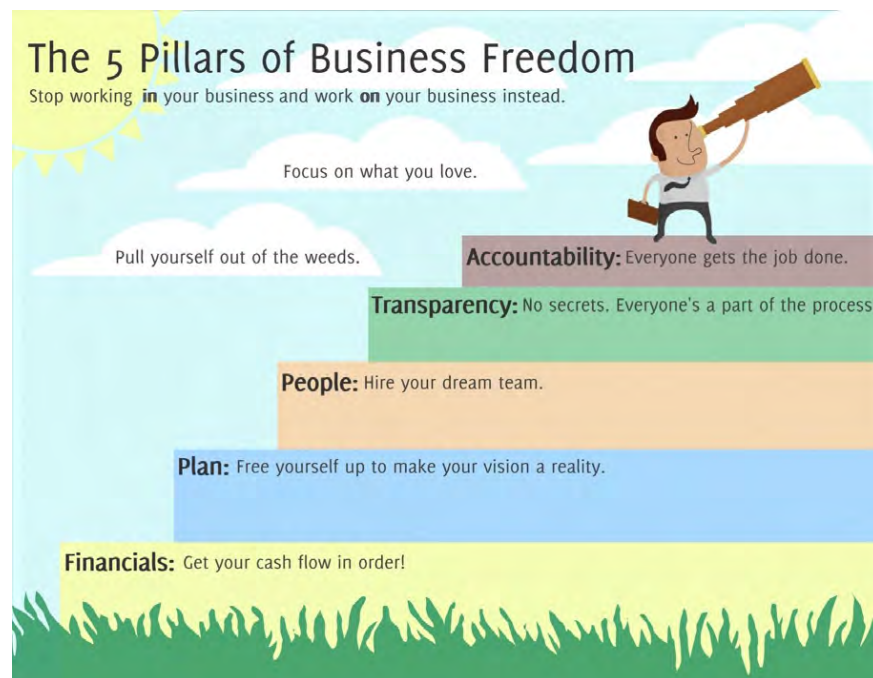
- Listen
- Share data – do others find it useful?
- Share vision, purpose, values
- Start small
- Results will be fantastic





Accountability: Everyone gets the job done

- Know the KPIs
- Hold yourself accountable
- Tie to the plan
- Someone else keeps the scorecard
- Share with everyone





Resources To Get Started

Financial Resources

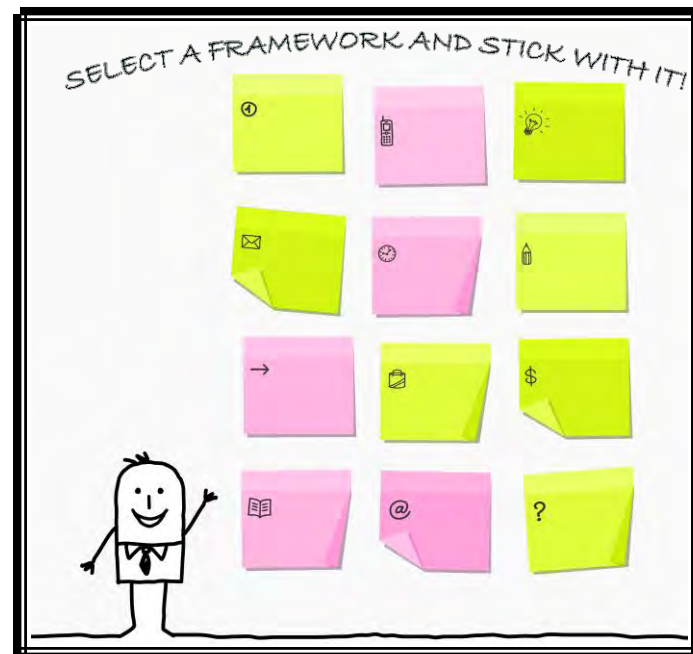
- Seeing Beyond Numbers (www.seeingbeyondnumbers.com)
- B2B CFO (www.b2bcfo.com)
- Focus CFO (<http://focuscfo.com>)
- Tatum (<http://www.tatum-us.com>)

Best Practice Resources

- The Great Game of Business (www.greatgame.com)
- Rockefeller Habits/Gazelles (www.gazelles.com)
- Traction/EOS (www.eosworldwide.com)
- RESULTS.COM
- MAP (www.mapconsulting.com)

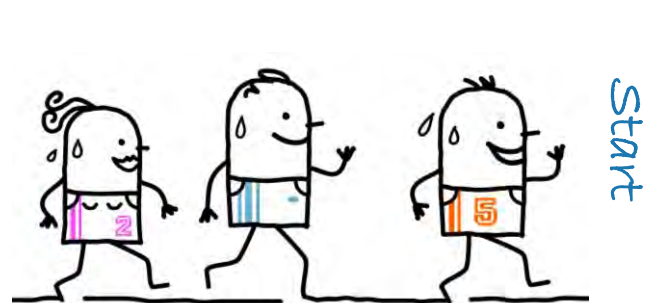
What do they all deliver?

- A framework for transparency and accountability
- The freedom to “break away” from the business
- The ability to begin looking around corners





Keep working until you have that “AHA” moment, take action, then start again, but do **GET STARTED!**



OFF TO THE RACES ...

QUESTIONS?

Contact Information

Brendan Anderson, Co-Founder & Managing Partner

banderson@evolutioncp.com

(216) 593-0402 (office)

(216) 288-5647 (mobile)

Website: www.evolutioncp.com

The Second Stage: <http://www.evolutioncp.com/resources/voice-america/>