

From the pages of:
ELEVATE™ – Take Your Business to the Next Level
Become the Business Pilot your Company Needs for Sustainable Growth!



THE
**BUSINESS ELEVATION
SYSTEM**



THE BUSINESS ELEVATION SYSTEM



ELEVATE Your Business Aircraft

**Flight Plan
Creation**



**Aircrew
Development**



**Tactical
Maneuvers**



**Ascension
Enhancement**

The Business Elevation System (BES)

A proven model of strategic planning that engages your team at new levels of excellence and commitment.

Soar to New Levels of Success



Gain Control of Your Business Aircraft

Businesses were not designed to stay on the ground. If you are like most business pilots, you are ready for your business aircraft to do what it was designed for... to ELEVATE to new levels of achievement. From the pages of Erik Therwanger's acclaimed book, *ELEVATE: Take Your Business to the Next Level*, learn how to balance The Four Forces of Business Elevation and gain control of your business aircraft.



FLIGHT PLAN CREATION - You and your team (Business Aviators) will learn how to transform your dreams and vision into realities. Your Flight Plan focuses on creating an empowering Destination, designing a crystal clear Route that outlines each step necessary, and an ETA to establish a sense of urgency to ensure mission accomplishment.

AIRCREW DEVELOPMENT - The success of every flight is determined largely by the entire crew. With a laser-sharp focus on developing leaders at all levels, Business Synergy is created to enhance the skills of your entire team. Establishing Team Identity will empower your team to unleash their full potential and climb to new heights.

TACTICAL MANEUVERS - Every business encounters challenges. Eliminating the obstacles in your path and teaching your team how to navigate through the Turbulence will ensure a successful flight. By focusing on improving communication, you will guard against business Flight Hazards and equip your team for greater success.

ASCENSION ENHANCEMENT - Getting in the air is important, but staying there is a priority. Keep your business aircraft soaring to new and exciting levels by learning the techniques to improve Structural Integrity, performing In-Flight Refueling, and climbing to new levels of growth and success as you and your crew Earn Your Flight Wings.

"A strong leader will do more with a weak plan, than a weak leader will ever do with a strong plan."

~ Erik Therwanger

Enroll in our Business Flight School



Business Flight SCHOOL



**Business
Take-Off**

FLIGHT COURSE 1

Opportunities

Identity

Goals

FLIGHT COURSE 2

Direction

Systems

Accountability

FLIGHT COURSE 3

Time Mastery

Flight Tools

90-Day Plan

**Business
Assessment**

90 Days

Business Aircraft Assessment
Flight Course 1
Flight Course 2
Flight Course 3
Business Take-Off

(1) 3-hour session
(2) 3-hour sessions
(2) 3-hour sessions
(2) 3-hour sessions
(1) 3-hour session

Author of The Think GREAT Collection

**ERIK
THERWANGER**

ELEVATE

Take Your Business
to the Next Level

Pillar # 2
The 3 Pillars of Business Greatness



Business Flight SCHOOL

BUSINESS ASSESSMENT™ - Elevate Briefing

Using our **Pre-Flight Checklist** and **Culture Assessment**, your leadership team is introduced to the essentials of the Business Elevation System (BES®), ensuring that everyone is on board with the **Business Flight School** as the organization's strengths and weaknesses are identified.

FLIGHT COURSE 1™ - Your Destination and Business Identity

This dynamic session empowers Business Aviators to clearly identify the **Long-Term Goals** and **Short-Term Goals** required to capture new opportunities and establish an empowering Destination. Business Identity is enhanced with components such as Mission, Vision, and Core Values.

FLIGHT COURSE 2™ - Your Route and Tactical Maneuvers

This powerful session enables Business Aviators to enhance the **Systems** and **Accountability** required to stay on course. Tactical Maneuvers equip the entire Aircrew for any obstacles that could impact the flight, while providing the resources to eliminate future challenges.

FLIGHT COURSE 3™ - Your ETA and Aircrew

This unifying session establishes the time-lines for your entire the Flight Plan. **Time Mastery** ensures that all objectives are prioritized, while Aircrew members are assigned the responsibility of accomplishing specific goals and ensuring the **90-Day Flight Plan** is on track and on time.

BUSINESS TAKE-OFF™ - Ascension Enhancement

Your Flight Plan is put into motion, your business aircraft is positioned for take-off, and the throttle is pushed forward. Breakthrough to new levels of success with **Schedules** that foster **Productivity** and team **Development** programs that enhance all levels of **Communication**.

Achieving Consistent Elevation

QUARTERLY BRIEFINGS - Post-Flight Checklist™

Business Aviators re-group after each **90-Day Flight Plan** to assess performance and results, focusing on duplicating successes and eliminate issues. Business Aviators are recognized for earning their **Flight Wings**.

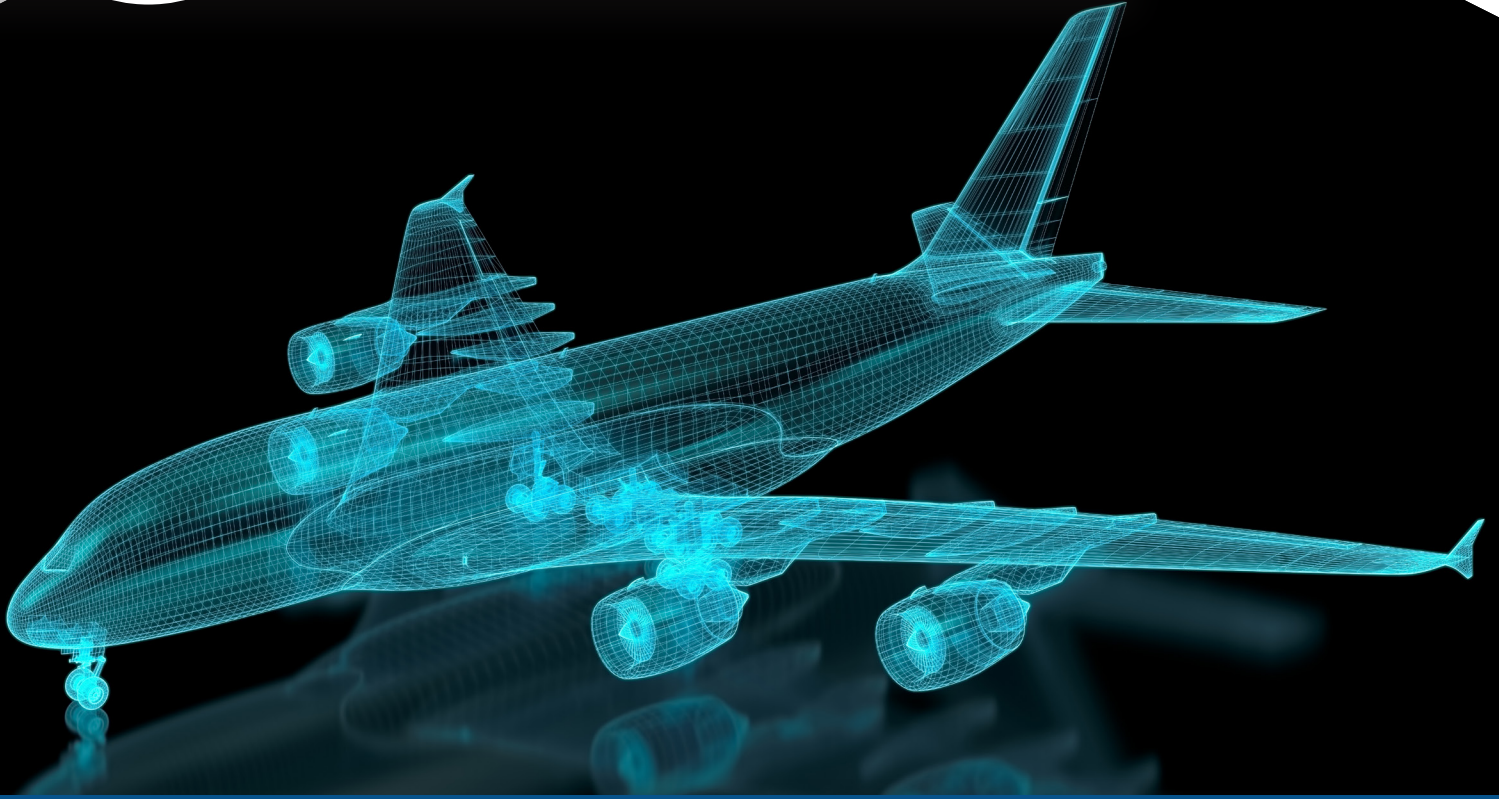
ANNUAL BRIEFINGS - Flight Plan™

Business Aviators re-visit the entire long-term strategy to identify any significant course corrections required for long-term growth and high-levels of business elevation. Adjustments to systems and aircrew are key focal points.





Business Aviator TOOLS



The Tools to Build a Greater Business

Flight Plan

The GOAL Formula

ELEVATE

Organization Charts

Job Descriptions

Status Reports

GREAT Meetings

Evaluations

Flight Levels

FOD List

FOD Prevention Form

Follow-Up Toolbox

Work-flow Charts

Culture Assessment





MISSION-VISION-ELEVATION

IMAGINE THE VIEW AT HIGH LEVELS OF ELEVATION!

Become the Business Pilot your organization needs by implementing the *Business Elevation System (BES)* and *ELEVATE* to the next level of success. Master the *Four Forces of Business Elevation* and collapse the time-frames required for growth and success.

MISSION: With an emphasis on leadership development, your plan will come to life and your team will rise up. Your new Aircrew will become accountable, focused, and empowered to accomplish your MISSION each and every day as they embrace your *Team Identity*.

VISION: Your entire team will be committed to reaching new *Flight Levels*, arriving at exciting *Destinations*, and achieving your long-term VISION with every action they take.

ELEVATION: You will experience consistent ELEVATION as you and your team come together to support your *Flight Plan*.

The true power of the *BES* is its simplicity. The *BES* is a people-centered strategic planning model that focuses on team empowerment as the driving engine of your business aircraft, providing business pilots and their flight crews with the resources and skills required for success. The *Business Aviator Tools* provide invaluable support to the accomplishment of your *Flight Plan* and allow you to navigate through any challenges in your path.

Ensure that you and your aircrew are prepared for successful 90-Day flights, accomplishing the short-term goals necessary for long-term success. It is time to push the throttle forward and achieve upward velocity by designing a plan that provides a timely arrival at your dream destinations.

To learn more about becoming a *BES* organization and implementing a *Flight Plan*, e-mail us at info@ThinkGreat90.com.

