

## Here's How Growth-Drive Works: Why It Matters to You as a Business Advisor

As an advisor to privately held businesses, your clients trust you not just for compliance—but for clarity, strategy, and value. Growth-Drive equips you to deliver all three.

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### What is Growth-Drive?

**Growth-Drive** is a proven business advisory system designed to help advisors like you transform private businesses into best-in-class performers. Built on the “3 Dimensions of Business Growth” methodology, Growth-Drive enables your clients to achieve **predictable profits, sustainable growth, and maximized transferable value**.

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### Why It Matters to You

#### 1. Elevate Your Role from Consultant to Strategist

Most consultants struggle to communicate their reach and relevance. Growth-Drive positions you as a forward-focused growth advisor—empowering you to diagnose business performance, design actionable strategies, and track results using measurable KPIs.

#### 2. Meet Clients' Deepest Needs

62% of CEOs want growth. 21% want freedom from daily operations. 17% want to sell. Growth-Drive helps you link all three to one metric: **strategic capacity**—the business's ability to deliver value, whether it's run or sold.

#### 3. Offer Tangible, Data-Driven Insights

Powerful, precise technology that's easy to use: With Growth-Drive's CLARITY Strategic Capacity & Business Value Report<sup>™</sup> you'll benchmark operational strengths and gaps, uncover hidden value drivers, and provide actionable roadmaps—proving your value in every engagement. Everything you need for strategic planning.

#### 4. Open New Revenue Streams

From project-based advisory to recurring strategy sessions, Growth-Drive helps business advisors like you expand services, differentiate from competitors, and deliver holistic profit and value growth services.

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### How It Works (In Simple Terms)

1. **Clarify Strategic Intent:** What outcome does your client *really* want—wealth, time, legacy?
2. **Assess Strategic Capacity:** Score the business's ability to achieve that intent across key dimensions.
3. **Deliver the Report:** Use Growth-Drive's diagnostic tools to generate clear, visual, and actionable insights.
4. **Create a Plan:** Turn findings into an execution roadmap with defined KPIs, roles, and priorities.
5. **Drive Results:** Support clients through sprints, flash reports, and accountability systems.

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### **Knowledge Building: Why Business and Wealth Advisors Should Pursue the C3D Certification**

The C3D Certification in the 3 Dimensions of Business Growth is a transformative credential tailored for advisors who want to create meaningful, measurable impact in privately held businesses.

C3D equips advisors with the *Growth-Drive methodology and process* —a system rooted in the “3 Dimensions of Business Growth”. After completing the C3D, an advisor will be equipped to confidently guide privately held business owners toward unlocking predictable profits, scalable growth, and transferable equity value—using a proven system of strategic analysis, operational diagnostics, and execution leadership that positions them as a trusted architect of business success."

1. Predictable Profits & Cash Flow
2. Predictable Sustainable Growth
3. Predictable Transferable Equity Value

This positions the advisor as a strategic leader—one who helps businesses build capacity, not just check boxes.

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### **Bottom Line for Business Advisors**

**Growth-Drive transforms your expertise into precise strategic advisory power.**

It helps you unlock new value for clients, secure long-term relationships, and guide CEOs toward the future they envision—whether that's running stronger or selling smarter. Don't you owe it to yourself to learn more? [www.growth-drive.com](http://www.growth-drive.com)