

# BIRTHING OF GIANTS

P.R.E.P. Diagnostic Action Plan  
Created for Steve Brown, CEO of Standard Company  
Prepared by P.R.E.P Expert, Birthing of Giants

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## Conversation Summary

Steve, the CEO of Standard Company, engaged with the Birthing of Giants P.R.E.P. Expert to discuss his current business challenges and opportunities. They explored alternative growth strategies, including acquisitions and vertical integration, and Steve's long-term goals for the company. The company is currently generating \$26M in revenue with a 33% gross margin and faces significant challenges in hiring, training, and processes. The discussion revealed several critical aspects of the business:

1. **Process Bottlenecks:** Hiring, training, and product acquisition are hindered by lack of standardized, scalable systems.
  2. **Leadership Gaps:** Growth is constrained by limited leadership capacity and undefined roles.
  3. **Strategic Focus:** The founder is overly involved in day-to-day operations, limiting long-term planning.
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## Key Recommendations

1. **Standardize and Scale Core Processes**
  - a. Launch **Process Documentation Sprints** starting with hiring and onboarding.
  - b. Develop a simplified set of core procedures every team can follow.
  - c. Assign process ownership to cross-functional leaders to drive internal adoption.
2. **Build a Strong Leadership Pipeline**
  - a. Identify future leaders and implement a 90-day leadership development curriculum.
  - b. Define the Visionary/Integrator pairing and strengthen the EOS Accountability Chart.
  - c. Pair high-potential talent with experienced mentors to accelerate readiness.

### **3. Leverage the ESOP as a Competitive Advantage**

- a. Establish an ESOP Leadership Council to foster ownership thinking and lead financial literacy initiatives.
- b. Use the ESOP to attract acquisition targets, retain talent, and build cultural alignment.
- c. Launch “Standard Company University” to educate employees on both technical roles and business acumen.

### **4. Dedicate Time for Strategic Planning**

- a. Block two weekly 4-hour Strategic Immersion Sessions to focus on vision, structure, and long-term growth.
  - b. Develop territory-based expansion plans and a formal acquisition strategy targeting succession-vulnerable firms.
  - c. Begin shifting the founder’s time from operations to strategic oversight.
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## **Suggested Action Plan**

### **1. Implement Your Umbrella Company Structure**

- a. Separate core business units with clear P&L responsibility
- b. Develop standardized operating procedures that work across all divisions
- c. Create a formal Visionary/Integrator relationship with clear role definition

### **2. Develop Acquisition Strategy**

- a. Target smaller competitors or complementary businesses with succession challenges
- b. Position your ESOP as a way for owners to exit while preserving their legacy
- c. Create an integration playbook for bringing acquisitions into your system

### **3. Establish Training Program**

- a. Create a comprehensive training program for all aspects of your business
  - b. Develop standardized curriculum that enables rapid onboarding and skill development
  - c. Include business literacy components to help employees understand how their work impacts ESOP value
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## **Resources for further exploration and personal growth**

## **Birthing of Giants Fellowship Program:**

To bring these strategies to life with structure, accountability, and expert support, **Steve should strongly consider joining the Birthing of Giants Fellowship Program**. This elite, invitation-only program is designed for entrepreneurs of \$5M–\$250M companies and offers:

- Strategic planning frameworks tailored to complex, growing companies
- Frameworks for systematizing leadership development and operational processes
- A high-powered peer network of owners navigating similar challenges
- Accountability structure to ensure execution of long-term strategic goals

The Fellowship Program directly addresses Standard Company's most pressing challenges while providing the long-term structure needed to scale with confidence in an ESOP environment.

1. Apply: [birthingofgiants.com/fellowship-program/application](http://birthingofgiants.com/fellowship-program/application)
2. Interview: Have a 20-minute call with Lewis Schiff to discuss the details and outcomes of the program CEO-to-CEO

## **Books and Publications:**

- *First Habit* by Lewis Schiff – Diving into your leadership style and strengths - download the free PDF here: [birthingofgiants.com/first-habit](http://birthingofgiants.com/first-habit)
  - *The E-Myth Revisited* by Steve E. Gerber - Essential framework for systematizing your business
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## Appendix: Birthing of Giants Transformation Blueprint



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1. **P.R.E.P.:** The initial focus on your Value Proposition Transformation Plan starts with Profits, Revenues, Exit Prices
2. **THREE-LEGGED STOOL:** All business models originate from the same “High Performance, Cheap Labor” value proposition:
  - a. Labor - You Add Headcount So Your Clients Don’t
  - b. Technology - You Deploy Tech Faster Than Them
  - c. Cash - You Become Their Bank
3. **4 LEVERS:** All change in a company comes about from pulling these 4 Levers inside and outside your company
  - a. MONEY: Capital Market Transformation
  - b. MODEL: Financial Model Transformation
  - c. MARKET: Revenue Transformation
  - d. MANAGEMENT: Leadership Transformation
4. **#OYFT:** The strategic backbone of Birthing of Giants’ transformation blueprint is planning resources and goals 12 months into the future
5. **STRATEGY STACKING:** The way we move companies over 3-5 years is to stack “One Year From Today’s” on top of one another while benchmarking past progress
6. **OUTCOMES:** The SMALL GIANT, BIG GIANT, GIANT EXIT Outcomes are the essential goals we are seeking to achieve over 3-5 years through value proposition reinvention

*Sample P.R.E.P. Action Plan – For Illustrative Purposes Only. All names, financials, and sensitive business information have been changed or anonymized to protect privacy and confidentiality. This document is not intended as personalized business advice.*