

### Overview

The **Blueprint for Growth program** is a 1-on-1 program for building a capacity for sustainable growth for small to mid-size businesses. We rapidly zoom in on **your biggest opportunities to get and keep more clients, and surf change with success.**

The program is an intensive 1-on-1 experience for business owners and executives who want action steps to **grow your business for the long-run, build team motivation, and create breathing space for you.**

You meet with Linda Williams privately by phone or virtual conference for regularly scheduled sessions to review progress, surmount obstacles and set new practices in place for [building/increasing/growing revenue with more ease]. You have additional support through on-demand calls, emails or texts between your regular sessions.

At Cogentis, we don't believe in cookie-cutter work. Our program, recommendations and expertise-sharing is tailored to your strengths, preferences and the requirements of your business.

1-on-1 Blueprint for Growth program fees are non-refundable, with no exceptions. We don't require a minimum number of months, but we ask you to recognize that real development isn't a quick fix. We hope that you'll commit to at least 6 months in order to gain the full value of your program. However, you may call "STOP" at any time and **you won't be billed any further.**

*"Fresh perspective; highly experienced. If you've got a project where you're looking into a new area, a new product, a new marketplace, a new segment, bring her in sooner than later, before you go too far down the wrong path. She'll help to get you on the right path." --- Duane Dunk, Managing Director, AquaGuidance, Inc.*

### Results Clients Receive

Here is a partial list of the results that clients have received:

- Define a compelling brand identity that speaks to company mission AND customer passion
- Identify ownable competitive advantages to outrun emerging competitors
- Establish deep customer data foundation that attracts new customers through stronger messaging
- Increase consensus and clarity on strategic direction within leadership team
- Craft clear, resonant strategy to rapidly grow brand awareness
- Conduct research to identify new audiences and new products & services
- Create a product development approach to innovate faster with better market success
- Reduce department silos and improving collaboration across teams
- Build knowledge system to increase customer focus among employees
- Create tools to build company agility to grow despite market changes

### Linda Williams Biography

Linda has helped C-suite executives and leaders in start-ups through Fortune100 companies with brand and market strategy for 30 years. Her unique mix of expertise and change management helps clients bring their brands, customers and culture together to create products that grow profits and impact.

*"Linda has a strong, strategic approach leading to highly actionable outcomes for her clients. I highly recommend Linda as your strategic partner to successfully drive strategic brand growth and achieve both short and long-term objectives."*  
--- Cheryl Maduzia VP Strategic Advisors, Acosta