



Summary Overview
and
\$20 from \$1 Wealth Building Program™

For additional information, including a free initial consultation, contact us today.

www.AxisLeadership.com

Axis Leadership Group, LLC – Company Overview

Who We Are: Experts at Building Business Wealth and Owner Equity

Axis Leadership Group, LLC (AXIS) helps CEOs fulfill growth and exit strategies by building wealth: meaning a wealth of knowledge, opportunities, capabilities, and results to maximize owner equity.

We help...

- Growth-oriented companies grow faster and more profitably.
- Exit-oriented owners sell their business more quickly and at a market premium.
- New business owners maximize the value of the company they've purchased.

Our proven services help CEOs create millions of dollars in equity!

Our Approach: We bring a “What Matters Most” focus to the organization

Our experience shows success comes from the proper alignment of leadership, strategy, management, and culture. In fact, most challenges CEOs and management teams face are related to one of these four areas. Our services are geared to help the CEO and executive management team drive and implement strategy throughout the entire organization, making “What Matters Most” clear to all employees.

Why We Are Different: We understand your challenges because we've been there ourselves

For the past 10 years, John Holloran, the founder of Axis Leadership Group has held executive level positions at several privately held companies, and most recently a publicly traded company. He has first-hand knowledge of the challenges the CEO and management team faces in operating a business.

How We Do It: Services We Provide to Build Business Wealth

Facts about Growth:

Industry research shows the common pitfalls companies make in developing a growth strategy are linked to shortcomings in the strategy development process.

Strategy Development and Execution

- Strategic Analysis Workshop Facilitation
- Strategic Planning Facilitation & Implementation
- Results Management System
- Strategic Plan Mapping to “Wealth Value Drivers”
- Business Infrastructure Development

Leadership, Management, & Culture Development

- Organizational & Individual Assessments
- Executive Leadership Development
- Management & Supervisor Development
- Staff and Team Development
- Management Succession Planning

In 2003, AXIS and Leadership Management, Inc. (LMI), an international leader in helping thousands of companies generate sustainable results, partnered to create a global network of experienced resources to help build business wealth and owner equity. AXIS and its partner network leverages LMI's unique and proven integrated Strategic Development™ process to drive strategy and organizational performance.

At Axis Leadership Group, we know firsthand the difficulties in running a business. Our goal is simple – we want to help you build business wealth and owner equity.

Our target clients are:

- Distribution, manufacturing, business services, and healthcare companies
- From start-ups to well-established firms (typically \$5 to \$50 million in revenue and 20 to 250 employees).

Whether your needs include a growth strategy, growth management, or maximizing equity when you sell your business, AXIS has the experience and affordable methods to help you build wealth.

Facts about Business Planning:

Two in three companies lack a written strategic plan. Yet, companies with a written strategic plan report higher revenues, greater international sales, are larger and more likely to have chosen a successor.

Facts about Business Sales:

80% of all businesses for sale go unsold each year, with the success rates ranging from 16% to 30%.

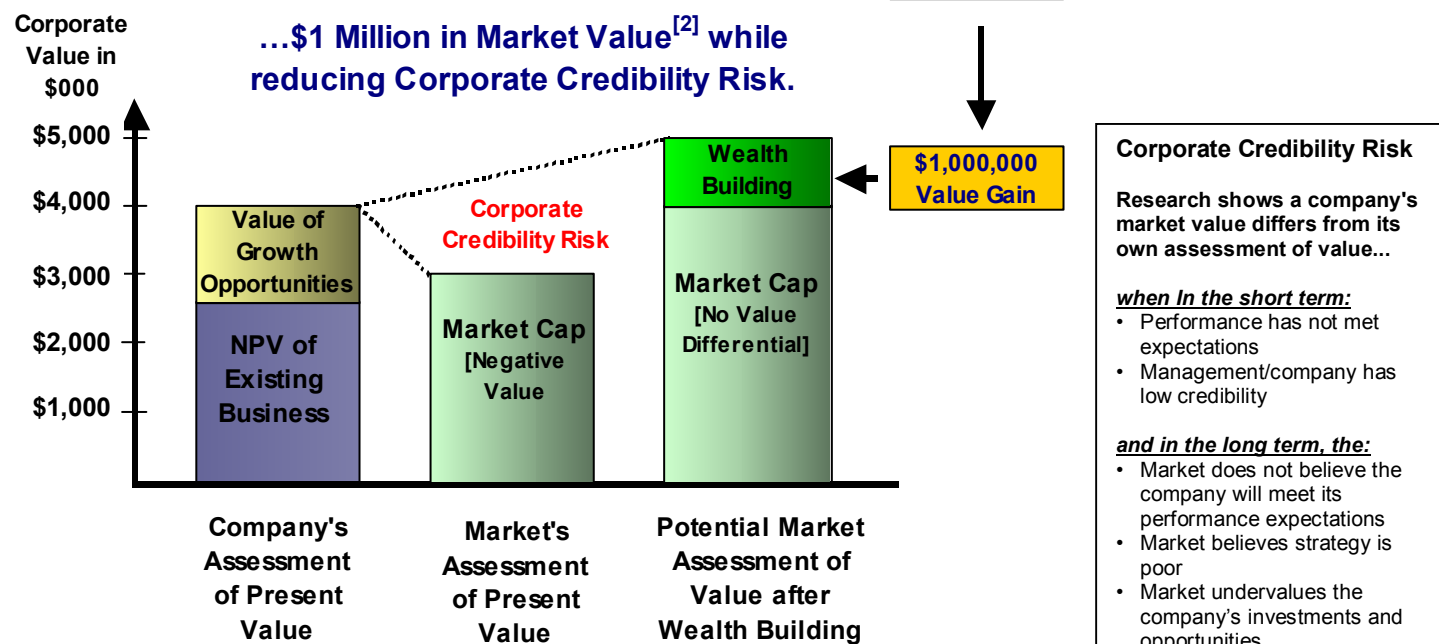
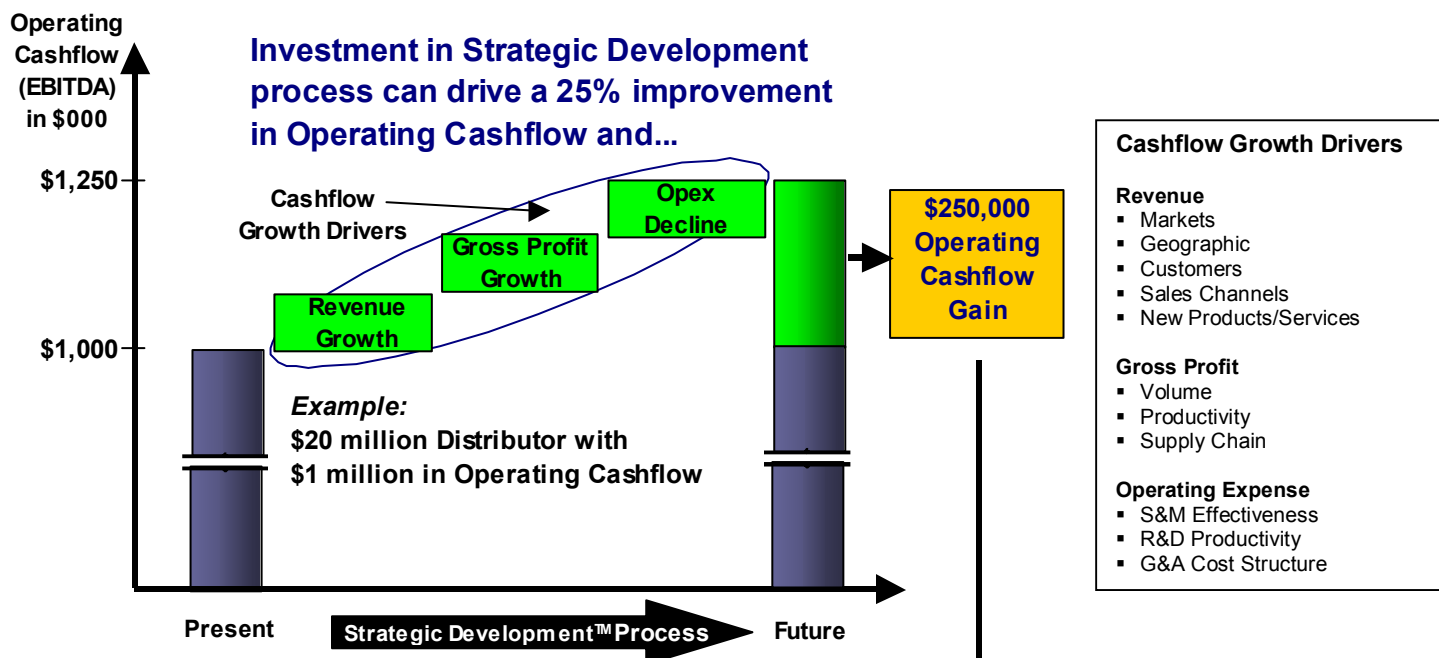
The size of company is a significant factor in increasing the probability of a sale.

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“Building Wealth through Results and Credibility”



Notes:

- [1] Amount is for example only. Services start as low as \$5,000.
- [2] Actual Market Value dependent upon Actual Operating Cashflow Gain (Earnings before Interest, Taxes, Depreciation & Amortization) and Market Valuation Multiple; Axis Leadership Group cannot guarantee either figure.
- [3] Valuation Multiplies vary by industry, and can increase with performance gains and reduced Corporate Credibility Risk.