

Shadow Leaders: Empowering sustainable Business Growth

Smart Growth Questions

Why should we grow?

How much should we grow?

Are we ready to grow?

What are the best ways for us to grow?

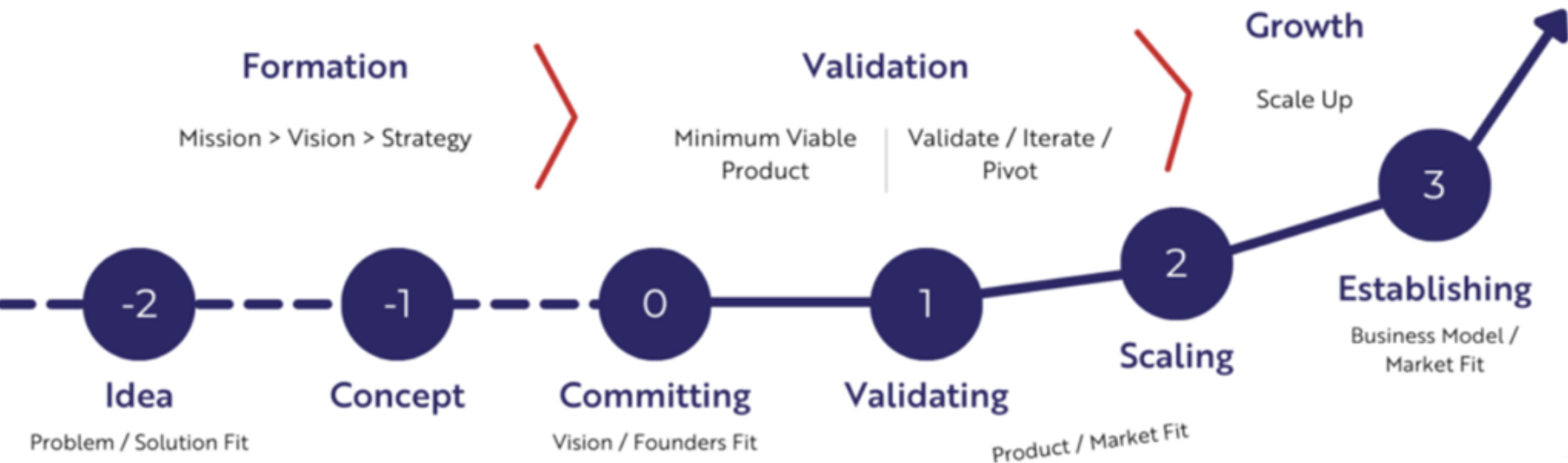
What are the risks of growth?

How can we manage those risks?

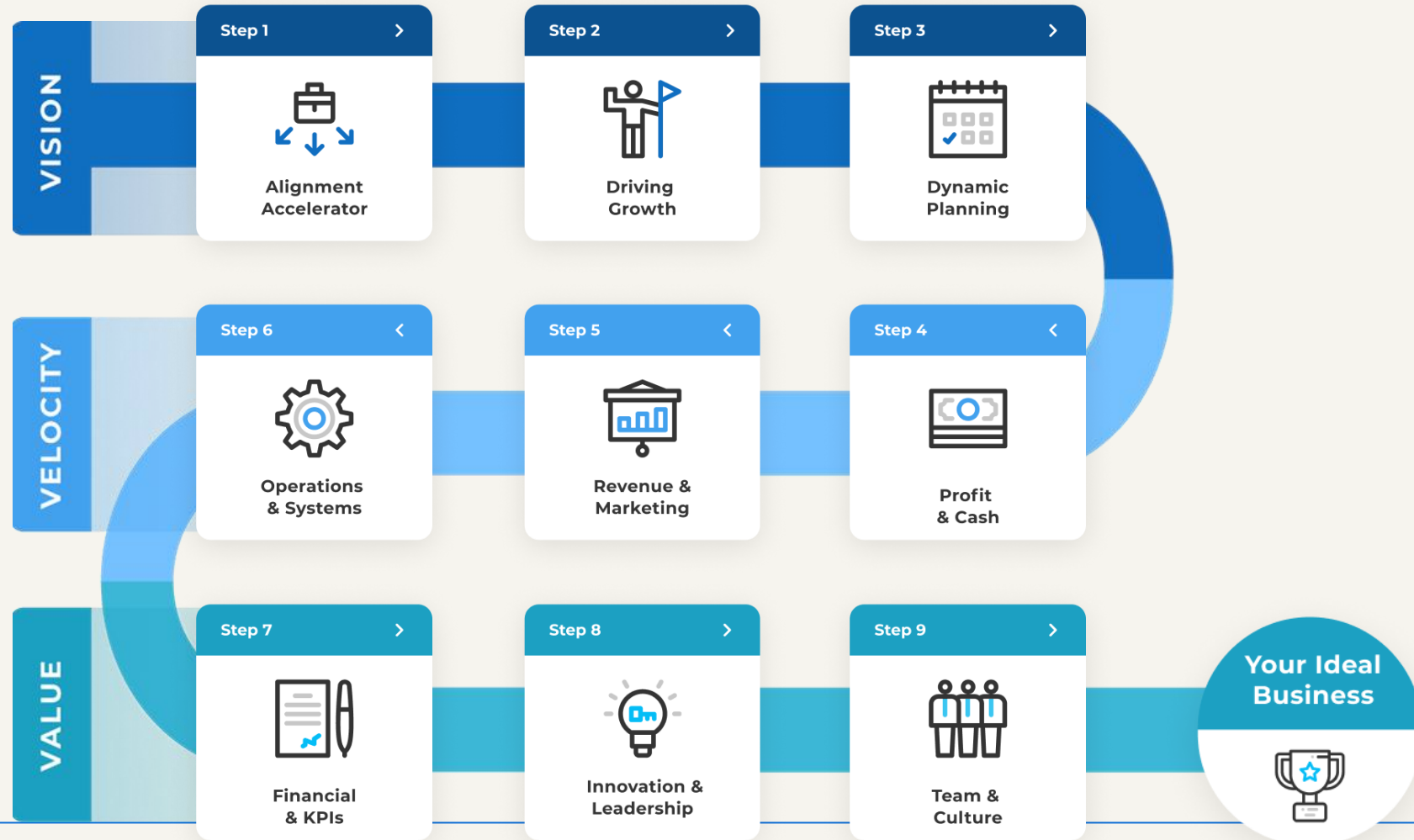


Where are you?

Different Stages of Startups



Your Customized Scaling Roadmap



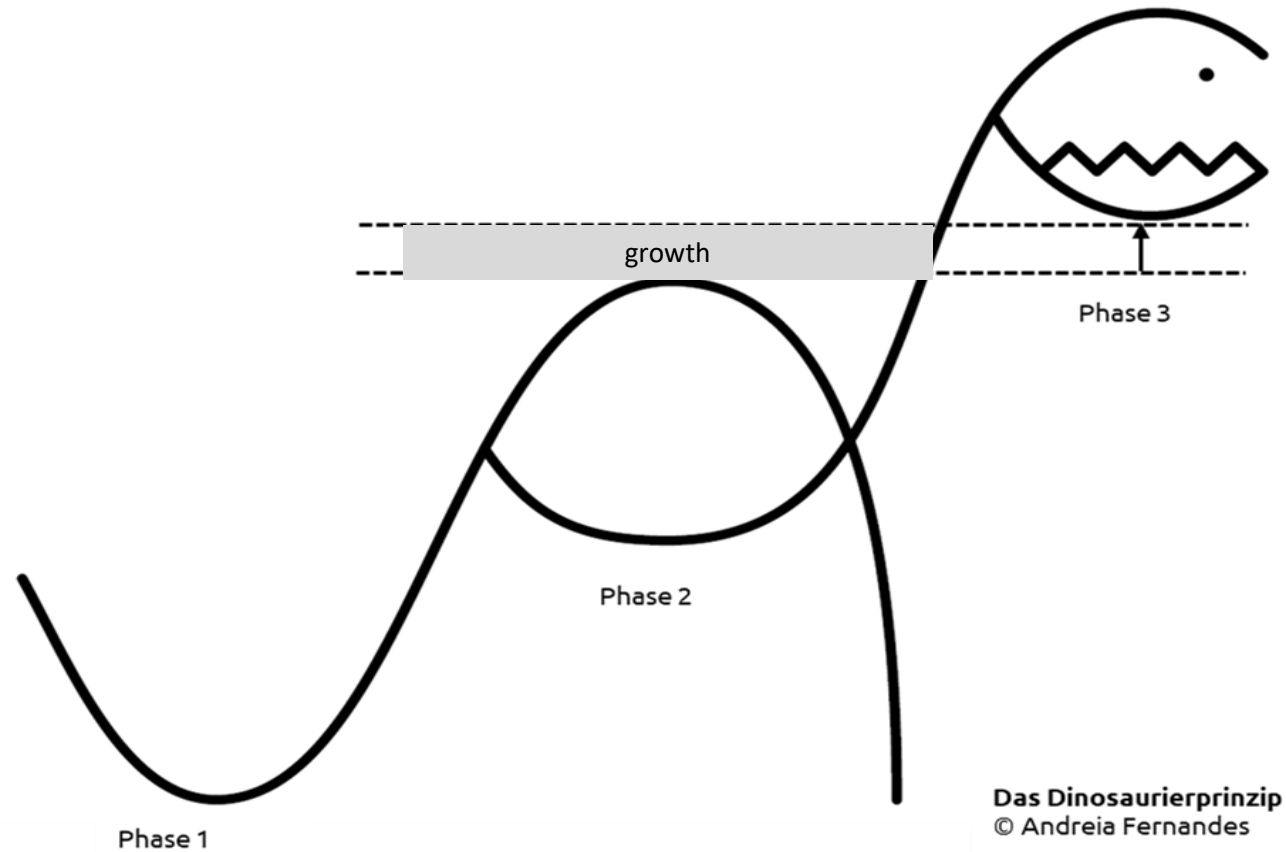
Failure vs. Failure

Human error is natural. It is the result of the human brain's design and its limitations.

We actually need to make mistakes to help us learn. Though human error is inevitable and normal, it does not mean a mistake has to end in failure.

The Dinosaur Principle

The actual growth!



Executive Summary

What is Shadow Leaders?

Shadow Leaders is a community of **experienced experts** who help you **grow your business faster**. The group consists of **over 50 experts** who have been where you are and aim to provide personalized guidance. Seasoned practitioners who are now consultants. Been there, done it, made the mistakes, got the scars, learnt what does and does not work.

Why Businesses Need Shadow Leaders

Without Shadow Leaders, it is **harder** to make the **right decisions alone**. This community offers **experience-based insights**, enabling entrepreneurs and business leaders to **avoid costly mistakes** and make informed choices.

Main Benefits of Joining

Joining Shadow Leaders allows businesses to optimize their GTM to **grow faster, save costs**, implement proven innovations, and learn from experienced experts, leading to **better decision-making and faster growth**.

What Do You Get?

Process Structure

- * **3 Month Accelerator Process** with Stefan van Eerde focused on scaling, growing, and increasing productivity.
- * Exclusive admission for **up to 2 Executives from your team** (often 1 Founder/CEO + 1 CRO/VP MKT/SLS/CS/GROWTH).
- * 2 times **1-to-1** Calls per Week (Set Goals, Eval Goals).
- * Additional support hours in **execution & implementation**.
- * Access to a community of **50+ experts** with over 20 years of Blue Chip experience.

Resource Library

- * **30+ battle-tested SOPs:** Streamline operations, maximize efficiency.
- * **Action-packed playbooks:** Turn proven strategies into tangible results.
- * **Decision-driving frameworks:** Supercharge your operational decision-making.
- * Key Insights and Tips from **successful companies** to skyrocket your growth.

Thank You



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