



CAMERON HEROLD

The following is my 2019 Vivid Vision. Creating a Vivid Vision brings the future into the present, so we can have clarity on what we are building now. It is a detailed overview of what my business will look like, feel like and act like three years out – by December 31st, 2019. Sharing it with others helps it become reality! Because of their clarity, CEOs globally are using Vivid Visions instead of the traditional Mission or Vision Statements, and COOs are helping to ensure they become reality.

WHY I DO WHAT I DO

Why I “do what I do” is simple and clear – I love helping CEOs turn their business dreams into reality.

MY PROGRAMS FOR 2019

My content is about helping companies leverage my leadership and entrepreneurial growth expertise, and is designed specifically for CEOs, COOs and entrepreneurial minds. It’s easy to absorb and put into action.

Revenue is split equally over activities which require me to deliver, such as speaking & coaching, and passive income streams which are generated due to my growing brand. CEOs are purchasing my post-event videos of my speaking so their employees and associates can see me live.

SPEAKING

I am frequently invited to present at conferences hosted by the leading global executive learning organizations. My keynote talks at large-scale events produced by AMEX, Fortune, Forbes, and Inc. garner national and international accolades. Speakers bureaus enthusiastically book me to speak at their top clients' events and I am distributing copies of my book to all attendees.



COACHING/MENTORING

I only accept clients that are a great fit- CEOs who are positive, proactive, and ready to learn and really grow. These clients stay with me for an average of 18 months and then move into my Platinum Program where they interact and learn from my other high-growth leaders excelling in my program. I set a maximum of 20 clients per month to allow a better balance in my life. Directly due to clients' wild success in streamlining and growing their businesses as a team, all client agreements have a success-based fee in place. The terms of my coaching agreements are simple; I work with my clients for a minimum of 12 months and 50% of the 12-month fee is required to commence.

I have committed to helping earlier stage companies as well. I understand earlier stage CEOs may not have the cashflow to utilize a business growth coach like me. To solve this, three high-growth clients per year are now accepted under an equity program where I accept 50% of my coaching fees as equity in their company. Applications for this program are exceptional, and the caliber of company I am able to help grow is astounding.

COO ALLIANCE

The COO Alliance (COOA) is in its third year and is wildly successful. Top COOs from around the world are members and are growing their skills - and their companies' bottom lines- incredibly. The COOA has 200 annual members, and we offer paid 'Test Drives' to try out the program.

COOA events are held at top resorts in the Scottsdale area, and opening night cocktail parties for members are at our private residence to truly give the members a warm welcome to the COOA family. The program is a combination of masterminding, individual, and group work, as well as member-curated content. The "10 Minute Expert Talks" are huge in peer learning, and members are utilizing their COOA peers to navigate issues and learn. While I'm actively engaged in running the COO Alliance, it is fast becoming a network that members benefit more from each other than simply me as an operations and business growth expert.

GROWTH CAMPS & ANNUAL CORPORATE RETREATS

While on the road speaking, I book half-day and full-day workshops for groups or companies to teach their employees the systems to become more entrepreneurial. I run two-day growth camps and leadership team retreats in Scottsdale that attract companies and employees from around the globe. My content includes operations, growth and culture, and preparing companies for sale. Growth Camps are my live programs for adventurous CEOs, their spouses and key executives.

We host events in places like Antarctica, South America, Europe, luxury retreats in Mexico, multi-cata-maran charters in the Virgin Islands, heli-skiing, as well as golf & tennis academy events. They combine unique travel excursions with valuable coaching. We carefully select each leader from the applicants so each overseas experience is a powerful and rewarding experience, and since we're paying so much attention to the attendees, an incredible amount of value is found amongst the attendees themselves in their personal discussions. These groups provide value and learning from my expert content, from the facilitated members' discussions, and especially from the relationships developed over the course of the experience.

Successful annual strategic planning sessions are vital, and I have committed the time to my clients to facilitate theirs. To ensure continued success between my annual retreats, my clients are utilizing my top meeting facilitators' quarterly retreats. With my assistance in setting revenue goals, the worlds' top facilitators are running these quarterly events, and each attendee agrees that they're efficient, fun, and set a truly executable plan for the next three months. Each company's leadership team leaves feeling empowered and clear on the next three months' directives.

GROWING LEADERS

My clients continue to say that the number one thing I do is hold them accountable to do the things they need to do in order to successfully grow their company. Meeting notes provided to each client are clear, concise, and are the foundation to consistent accountability. Clients I coach love setting goals with me because our efforts directly correlate to an increase in their company's productivity and have a direct impact on their bottom line. CEOs value having me on their team as a senior leader at a caliber most couldn't afford. Clients consistently say I've made -or saved- them millions of dollars.

MY TEAM

My team has expanded, allowing me to scale an amazing business and to free up my time to specifically work on my areas of unique ability. A sales team is focused on sourcing speaking events, finding top members for the COO Alliance, and selling bulk orders of all my books. They actively reach out to people who've seen me speak at events and are developing and maintaining relationships. The COO Alliance now has a dedicated event organizer who is 100% focused on ensuring the COOA events are best-in-class. I recognize that momentum creates momentum and utilize a select group of out-sourced experts to catapult my business' output and overall success.

MY TIME

I have identified one of the bottlenecks in my workflow and the sheer volume of email was the #1 issue. Now 85% of my email is handled for me, which frees up a ton of my time to either work in my unique ability areas or have more free time. I am committed to staying out of email except for certain specified times during the day.

The best use of my time is to attend high leverage events and masterminds with other top global CEOs. The ideal events are where I'm the dumbest guy in the room. At these events, I continue to learn and raise my skills, as well as line up speaking events, media coverage, coaching clients, and identify COO Alliance members. My EA is an organizational powerhouse and handles all of my personal and business logistics. She and I have effective meeting rhythms in place and she's so impactful with her time and ahead of the game that I often think she has a crystal ball.

COMMUNICATION & CUSTOMER SERVICE

People trust me because I say what's on my mind, and I am respected for that. People say I'm a breath of fresh air and that I say what other people are thinking but won't say. The hard conversations are the ones that matter most- and I am committed to staying that path. I am THE resource CEOs want in their back pocket. My clients are very clear about what I promise them and consistently say that I over-deliver with every interaction. My client companies feel grateful to have me helping them, as I feel grateful to play a role in their growth, and I deliver incredible value. They are thrilled they have consistent time with me.

MEDIA & MARKETING

The media regularly turns to me as an expert in organizational excellence, building world-class business cultures, public relations, and meetings. The media covers my content and successes with growing businesses and growing leaders and asks me to be a regular contributor so others can know 'my secret sauce'. I have several columns in leading business news outlets and magazines, and the name Cameron Herold is being recognized in business circles in North America as well as Europe.

The marketing for my company is largely automated and the implementation and oversight completely outsourced. My creative assets are continually updated, and the team in charge is incredible at keeping a pulse on our space so we can continue to deliver exactly what our clients and the business leaders want and need to succeed. Affiliate programs are in place, driving well-qualified members to the COO Alliance.

I have a very active and formal referral program. I'm very up front about the fact that I've built an amazing network of go to professionals. I actively refer CEOs to them. The companies I refer into include: coaching, PR firms, writers, digital marketing agencies, fractional CFOs, CMOs, executive search firms, publishers, as well as M&A firms.

MY MENTORS

I connect and learn from those who have already "figured it out." I practice what I preach - R&D equals Rip Off and Duplicate. I study fiercely - what the great companies do and how they do it - so I don't have to reinvent the wheel and neither do my clients. I'm known for streamlining these proven processes into systems that work time and time again for small and medium sized businesses. I'm known as a connector and am committed to consistently leveraging social networks and the CEOs I meet globally. I have a proven track record of hyper-growth with my clients. My successful track record, coupled with true honesty in my relationships, this is what accelerates and grows my network. I continue to raise my game as an entrepreneurial growth guru by staying current on the new ways companies grow. I stay current on the apps and software tools being used. I attend conferences such as Genius Network, TED, Abundance 360, Singularity University, Mastermind Talks, Strategic Coach, and Maverick among others. I believe that not only is my network my net worth, but that others already know what I need to know, I simply need to stay connected with them to learn.

HOW I FEEL

I feel successful every day. People keep telling me that I look incredibly relaxed. I feel lucky to be doing what I am doing. I comfortably accept the praise people give me, and I let it sink in. I make a conscious effort to choose happiness and set worry aside so I can focus my energy on the positive! My successes have given me the confidence in my skills as a world class entrepreneurial mentor, and I know I am supported to keep growing personally and professionally.

My work environment is finally complete after a long year of renovations. My home office is more than I expected. I have a separate building with a war room, a boardroom, and a great office, and it's filled with art I collect on my business and personal travels. I also have a separate guest house for clients to stay in when we're working together out of Scottsdale. Friends drop in while they are in town and use my boardroom to work from so we can get more time together- this is one of the keys in keeping my work/life balance in check.

CORE VALUES

I live the core values that I have set for my company. To hold myself accountable, I ask people to call me on ANY deviation. My core values are based on a company I grew decades ago, and they're still my favorite. These are the rules I live by—

- Do What You Love
- Deliver What You Promise
- Be Authentic
- Balance Is Key

HOW I DO WHAT I DO

My content truly helps companies leverage entrepreneurial systems and creates incredible culture. Large multi-national corporations are using my systems to teach their divisions to 'act small' and entrepreneurial. Small and medium size businesses use my systems to commit to smart growth and develop amazing teams. They use my systems to significantly grow their revenue and create world-class cultures.

My books, Double Double, Meetings Suck, Free PR, and Vivid Vision are the go-to systems books for growth and culture. Their reputation has me speaking at high-profile conferences attended by CEOs from all over the globe.



I continue to write one new book per year as part of the BackPocket COO series. These simple tools, when used by an entire organization, create a tidal wave of excellence within the company. Clients are regularly ordering hundreds of copies of my books for their employees, customers, and suppliers and are seeing massive results because they're implementing the systems that simply work.

I only work with clients that are a 100% fit for me. To the clients I can help catapult, I am a magnet. I also repel the clients that aren't a complete match. When CEOs meet me, they instinctively say,

“I NEED A
CAMERON **HEROLD**”

