



# Scaling Management Consulting Group

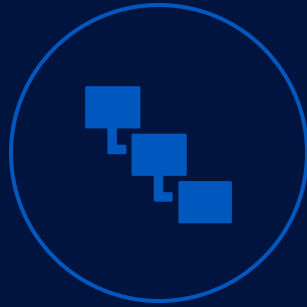
Operational outcomes you can measure: cost, time, and margin

# The Challenges We See in Businesses Today



## People

Ever think... **“Our team is stretched too thin, and I’m always the one solving problems. If a key person leaves, I worry everything will fall apart.”**



## Process

Ever think.. **“Our operations are all over the place. We spend so much time putting out fires that we’re missing opportunities for growth.”**



## Profitability

Ever think... **“We’re making money, but I don’t know if we’re profitable enough—or where we could do better. I feel like we’re not reaching our full potential.”**

# What Our Clients Say...

**“This is hands down the best service I've invested in, in the history of running the company. I feel like we are completely ready to scale now.”**

Neha Gupta, CEO  
College Shortcuts

**“The COO's strategic guidance has made our business more efficient, financially clear and ready for sustained growth. We were initially hesitant about the cost, but the value she brought far outweighed it. Our business is stronger than ever.”**

Liz Faircloth, Co-Founder  
InvestHer

# What we Value and What Our Clients Say...

We Cultivate Meaningful Relationships

**“The COO has a personable and human approach to it all, in a way that makes everyone on the team feel supported and championed.”**

Kanchan Singh, CEO  
Crumbs & Whiskers

We Underpromise and Overdeliver

**“It’s not an out-of-the-box approach. The COO met us where we are and helped us (the CEO - COO) achieve our goals with flexibility and expertise.”**

Courteney Gunnels, COO  
Signal

We Operate with Integrity

**“Furthermore, I didn't expect the degree of care and presence I am receiving (because it's SO uncommon in the workforce). I feel like I have a true partner (and I mean that in all senses of the word) and not just a team member.”**

Amber Vilhauer, CEO  
NGNG Enterprises

# Tailored Solutions for Sustainable Growth



## Operational Efficiency

Streamline operations, reduce chaos, and create manageable processes.



## Operational Planning

Provide clarity on your business's true value and help unlock growth opportunities.



## Risk Mitigation

Identifying and implementing strategies that will positively impact future cash flows and overall value.



## Return on Investment

Find and fix the leaks, right-size the stack, prove the payback, and upgrade the customer journey, workflows, and team health.

# What Our Clients Say...

**“The team was responsive and professional presenting us with a varied selection of candidates in mere days and seamlessly facilitating the onboarding of a fractional executive within two weeks of contact. It's an incredibly fast and efficient solution.”**

Matt Mandell, CEO  
Phase 3

**“The value here is in combining very specific experiences that offer unparalleled flexibility. This approach provides top-tier leadership insights that are unmatched in anything I've seen in my time doing business.”**

Bob Minshall, COO  
RMark

# What We Offer



## Customized Roadmaps

Tailored strategies for optimizing operations and improving valuation.



## Fractional Executive Expertise

Hands-on leadership to guide your business through growth phases.



## Flexible Support Hours

Adaptable solutions to meet your business's unique needs, preparing for future growth or a successful exit.

[www.scalinggrp.com](http://www.scalinggrp.com)

# By the Numbers...



## 27% Average Valuation Growth

Clients experience a 27% increase in their business valuation annually, far surpassing the 9% industry average.



## 20-40% Revenue Growth Year Over Year

Clients see an average 20-40% increase in revenue growth year-over-year by enhancing operations, strategic planning, and aligning business goals effectively.



## 20-30% Increase in Efficiency

Clients develop and document over 50 essential SOPs, leading to a 20-30% increase in efficiency and setting the foundation for scalable growth.



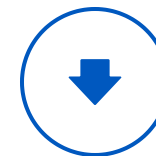
## 10-15 Hours Freed Up Weekly

With a leadership-focused approach, business leaders free up an average 10-15 hours per week to dedicate to growth initiatives instead of managing daily operational tasks.



## 80% Client Referral Rate

80% clients refer our services, highlighting the value they experience from a collaborative approach that delivers impactful results.



## 20% Reduction in Operational Costs

Clients reported an average 20% reduction in operational expenses after optimizing workflows and streamlining redundant processes.

# What Our Clients Say...

**“I gained wisdom, not just knowledge and typical tactics for my business. The expertise transformed my approach to business by making me way more strategic and prepared for any business challenges.”**

Scott Groves, CEO  
Consolidated Coaching

**“I have gone from experiencing high levels of burnout from working too much in my business, to being able to step away and focus on my passion. The before and after of my company is night and day. I feel comfortable and confident that the operations side of the company is good hands.”**

Kanchan Singh, CEO  
Crumbs & Whiskers

# How It Works ...



## Step 1: Assessment & Valuation

Analyze your current business value to identify strengths and opportunities.



## Step 2: Roadmap Development

Create a strategic plan that aligns operations, financial metrics, and growth goals.



## Step 3: Implementation Support

If needed, we collaborate with you to implement strategies that reduce risks and maximize opportunities.

# Why It Matters – Scaling for Success

## **Growth Insight**

Understanding your financials, metrics and trends helps uncover hidden opportunities.

## **Operational Efficiency**

Streamlined operations make your business more profitable and valuable.

## **Future-Ready**

Whether you aim to scale or plan an exit, our services help build a self-sustaining, valuable business.

## **Resilience and Profitability**

Focus on building a resilient business while driving profitability.

# What Our Clients Say...

**“I've gotten 10X more than I've dreamed of. It's not just abstract ideas either but actionable steps on what I should be doing today, tomorrow next month and even beyond.”**

Andrei Mincov, CEO  
Trademark Factory

**“I was hesitant that my business would be too small to benefit but after seeing our results I recommend SMCG for their vast adaptability, clarity and experience. I have a better roadmap of what I need to do to grow my business, streamline all my core operations and maximize profitability.”**

Emilia Coto, Lawyer  
Sisu Legal

# Why Choose Scaling Management Consulting Group?



- **Expert Guidance for Scaling Success:** Susan Goebel and our experienced COOs bring decades of expertise in complex, dynamic environments to support your growth journey.
- **Focus on What Matters:** We manage day-to-day operations, enabling you to focus on strategic decisions that drive growth.
- **Holistic Approach to Business Growth:** From operations to strategic planning, we provide tools and resources for sustained scaling. Our COOs provide flexible, tailored support, meeting you where you are.
- **Empowering Business Owners:** Helping you work ON your business, not just IN it—leading to improved profitability, efficiency, and reduced stress.
- **Wrap-Around Support:** A dedicated COO leads the contract, with additional COOs available to provide specialized support as needed, ensuring all business needs are met.
- **Dedicated Coaching:** Whether facing a crisis, ceiling or crossroads the management of SMCG walks alongside our CEOs and COOs, providing coaching and strategic insights to navigate every challenge.

# What's Next?

Let's Take Your Business to the Next Level



**Ready to Achieve  
Brag-Worthy  
Success?**

Ready to feel supported  
and in control again?

Ready to see higher  
profitability and margins?

Ready to see a higher  
valuation?

**Book a Call Today**

Email us at:  
[support@scalinggrp.com](mailto:support@scalinggrp.com)

**Deep Dive Meeting**

We'll work closely with you  
to develop a customized  
solution that addresses  
your unique business  
needs.

**Brag-Worthy  
Success**

**Achieve Success as YOU  
Define it!**

# What Our Clients Say...

**“I've more than doubled our sales, received 2 prestigious awards, doubled our team size, gained more market share and authority...without having to double my working hours.”**

Amber Vilhauer, CEO  
NGNG Enterprises

**“The team developed a strategic and comprehensive curriculum of how to rapidly and effectively upskill knowledge and experience gaps. We grew a monthly \$20,000 recurring revenue in less than six months of working together.”**

Han Zhou, Director  
UVA

# Let's Get Started

Scaling Management Consulting Group, Inc.



[www.scalinggrp.com](http://www.scalinggrp.com)



[support@scalinggrp.com](mailto:support@scalinggrp.com)



<https://www.linkedin.com/in/susangoebel/>



<https://www.youtube.com/@ScalingForSuccess>

