

# CEO - Active Shooter Prevention

START UP - SAN DIEGO, CA

## GOAL - STRATEGIES FOR GROWTH

### MISSION CRITICAL ISSUE;

CEO - no experience needs clear path forward to grow the company  
Needs to learn how to transition from technical expert to value managing CEO  
Key personnel in place - no knowledge how to coordinate their efforts and resolve conflicts

### CURRENT SITUATION;

- CEO - NAVY SEAL (former - out 1 year)
- Met James Wittmack as a national conference speaker
- C - Suite Team; SNIPER, GREEN BERET, SECRET SERVICE, SWAT team leader
- Acquired \$1.6m from investor who believes in cause
- No clear strategy for a clear path forward
- Business plan created using template - sufficient for initial funding

### SOLUTION;

MIND DUMP rapid prototyping white boarding sessions to discover and work out key problems

2 MIND DUMP sessions

### RECOMMENDATIONS;

- Delivered comprehensive written strategy to move the company forward
  - Current Situation Analysis
  - Recommendations
  - Implementation Schedule
- Strategies to get the entire team aligned with systems and procedures
- Growth strategy to open multiple offices
- Identified future funding need



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### OUTCOME;

As a former navy seal the CEO is highly trained to put white boarding strategies into action

CEO successfully implemented recommendations

Periodically checks in for clarity on execution of the strategies

