

# Partner-Ally

## Partner Playbook

Dan Norton is a coach for small business owner/operators providing Strategy, Systems & Support

### WHAT DOES PARTNER-ALLY PROVIDE?

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- Create value for the small business owner, removing their need for direct involvement in day-to-day operations
- Organizational design and structure team dynamics
- Implement foundational approach, systems and process
- Sustainable steps to alleviate the owner from drudgery
- Support for owners through 1:1 coaching, once a week to once a month
- Fractional Executive Leadership to help the leadership team implement
- Free initial owner coaching or business brainstorming session

### HOW IS PARTNER-ALLY DIFFERENT?

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- Holistic assessment by someone who understands small business ownership and the challenges that come with it
- Account for the small business owner's vision and entrepreneurial journey
- Bring real-life experience around small business growth and pain points as a business owner
- Fixed cost engagements with the flexibility for support as needed

### WHAT POTENTIAL CLIENTS MIGHT SAY

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- I am not getting the value I hoped for when I started my business
- The business feels out of control and inconsistent
- My leadership team is not accomplishing our objectives
- I do not have a plan to exit day-to-day operations of the company
- We are having a hard time attracting and engaging team members
- The growth of the company seems to sit squarely on my shoulders
- Who do I talk to about these issues; I feel alone in these struggles

### AN IDEAL CLIENT FOR PARTNER-ALLY

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- The Owner is currently operating business at some level
- Company is post revenue through operations - they have clients
- They are looking for long-term growth or change
- Leadership team in place with organization of 10-60 people
- Leadership and Owner open to learning & development
- Service based - Professional, Technical (or adjacent), Design, Trade/Contractor
- US Based, ideally Western US

### AN IDEAL REFERRAL PARTNER FOR PARTNER-ALLY

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- Due diligence support for business sale or funding
- Advisors for Business owners planning for succession
- CFO, CPA and financial advisors
- Fractional Executives serving small business
- Support Service Providers for Small Businesses
- Business Owner or Entrepreneurial organizations

### HOW CAN I FIND OUT MORE?

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- Additional information on the website <https://partner-ally.com/>
- More about Dan <https://www.linkedin.com/in/dan-norton-leadership/>
- Schedule time at <https://calendly.com/djnorton/learn-partner-ally>
- Email [dan@partner-ally.com](mailto:dan@partner-ally.com)

I appreciate you taking the time to review this information and for your efforts in connecting me to those who might benefit from a relationship with Partner-Ally. To contact me please reach out via email [dan@partner-ally.com](mailto:dan@partner-ally.com)

Thanks -Dan Norton