



SolveCXO

Solving chaos. Scaling growth.

Compass to Growth: Building Aligned Success Through Clarity and Values

Facilitated by Chris Buckingham, Vision-to-Action Leader & Founder, SolveCXO
A Go-Giver-Inspired Workshop on Clarity, Alignment, and Sustainable Growth

Workshop Purpose

This interactive session helps business leaders move from **chaos to clarity** by aligning **values, strategy, and action**.

Participants learn to use their **Compass (Values)** and **Map (Target Client Profile)** to guide growth intentionally; transforming everyday decisions into long-term momentum and profit.

Core Framework

The SolveCXO Growth Loop

Compass (Values) → Map (TCP) → Journey (Lifecycle) → Destination (Profit)

Compass – Values Drive Direction

“Values define behavior long before money tests integrity.”

Leaders clarified their top 3 values and discussed how to protect them as their business scales.

Map – Focus Through Values

“If your values are your compass, your TCP is your map.”

Participants defined who they're meant to serve; by alignment, not just budget.

Journey – From Selling to Serving

“Focus less on closing — more on opening.”

The shift from transaction to transformation was explored through real-world stories.

Destination – Profit as the Echo of Value

“Profit is not the goal; it’s the outcome of consistent value creation.”

Profit reframed as a reflection of consistent, value-driven service.



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Legacy – Where Clarity Becomes Culture

"Provide more in value than you receive in payment; this is not generosity, it's strategy."

The Growth Loop reinforces how clarity becomes culture over time.

Signature Quotes

"Revenue builds volume. Profit builds legacy."

"Clarity creates confidence. Confidence builds legacy."

"You can't control the economy; but you can control your economy."

"Profit is not the goal; it's the outcome of consistent value creation."

Participant Impact

Interactive Discussions & Activities Included:

- Compass Check: Serve | Align | Add Value | Profit
- Target Client Profile Canvas
- Lifecycle Deep Dive (Attract → Engage → Convert → Grow → Retain → Refer)
- MinnDak Moment Case Story; shifting from selling to solving

Direct Feedback:

- "Excellent facilitated workshop!"
- "Your information was timely and relevant with 2026 planning."
- "I really loved the organization; it made me clear about my next step."
- "The values-based framing was powerful; personal, relational, and professional."
- "My favorite quote: 'Profit is not the goal; it's the outcome of consistent value creation.'"

About the Speaker

Chris Buckingham helps business owners find clarity through the noise, bringing **structure, accountability, and calm** to the storm of growth.

A **Vision-to-Action Leader**, he partners with visionary entrepreneurs ready to scale with operational rhythm and measurable traction.

From founding **MinnDak Computer Services** in a small-town garage to leading it through a successful acquisition, Chris now brings those lessons forward through **SolveCXO**; helping leaders turn chaos into clarity and vision into sustainable growth.

