



Rise Business

Lead with Impact. Rise Higher.



PINNACLE

BUSINESS GUIDES

A LEADER'S GUIDEBOOK

To the Pinnacle Business Operating System
& Working with a Pinnacle Guide

YOU MAY HAVE HEARD

If you want to go fast, go alone.

If you want to go far, go together.

But truly –

If you want to go far and fast

GO TOGETHER WITH A GUIDE.

ALL ABOUT THE PINNACLE APPROACH

QUESTION

WHAT IS YOUR PINNACLE?

Do you have a vision to multiply revenue, secure investment, exit your business, scale your social impact, or build a legacy? I'll help you articulate your vision and get there faster than you ever thought possible.

Together, we'll analyze your situation, plan your strategy, then kick off the journey with two or three days of Base Camp to work with your leadership team to implement a custom business operating system based on the Pinnacle Approach. We'll follow this up with quarterly and annual retreats to continue leveling up, until we reach your Pinnacle.

FIRST STEP

Book a Discovery Call to explore whether the Pinnacle Approach is a good fit for you and your business.

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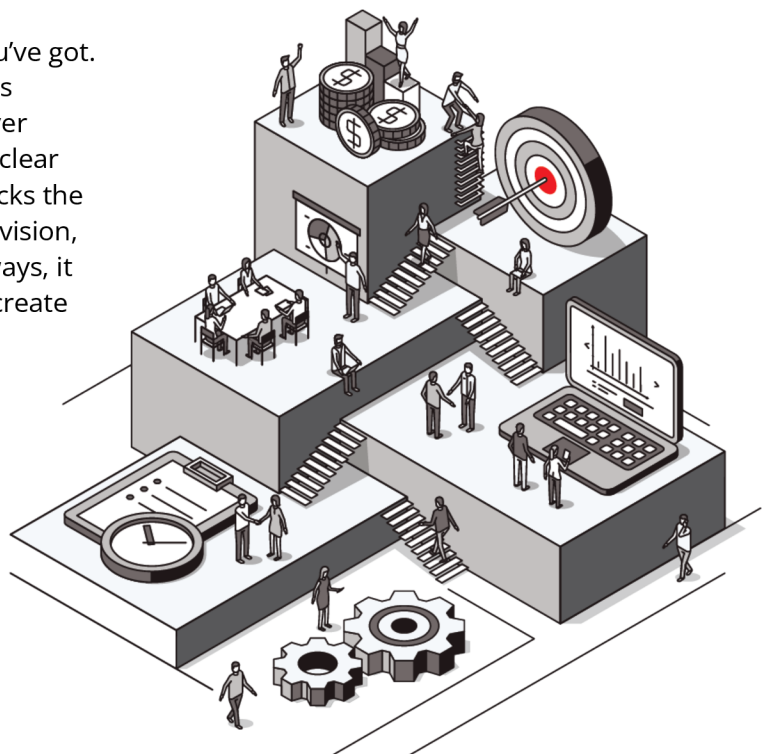
INSIGHT

EVERY ENTERPRISE HAS AN OPERATING SYSTEM.

Yours is perfectly designed to get the results you've got. Most organizations operate on a system that has developed organically and often haphazardly over time. It's full of inefficiencies that result from unclear roles, responsibilities, and playbooks. It often lacks the galvanizing force that comes from a compelling vision, mission, and meaningful values. And almost always, it lacks the power of a winning strategy set up to create a category-of-one enterprise.

What got you here, won't get you to the top.

To reach your Pinnacle, you will need an operating system built on proven practices, custom-configured for your organization.



CONCLUSION

IT'S TIME FOR AN UPGRADE.

THE PINNACLE OPERATING SYSTEM

EVERY GREAT ENTERPRISE OPERATES ON PRINCIPLES

FIVE PINNACLE PRINCIPLES

Learn a next level Operating System for scaling your enterprise based on these Five Principles. Master them and watch your enterprise climb.

1

PEOPLE

Get the right people in the right seats, doing the right things. Then equip and coach them in a unified direction.



2

PURPOSE

Start with why. Set a compelling mission, clear vision, and authentic values. Then develop a winning strategy.



3

PLAYBOOKS

Document and optimize your core processes from top to bottom, both internal and customer-facing.

4

PERFORM

Measure what matters, then manage it. Plan and track key goals on an annual, quarterly, and weekly cadence.



5

PROFITS

Profits come as a result of mastering the other Principles, and fuel growth and impact in a virtuous cycle.



THE PATH TO THE PINNACLE

HOW WE'LL WORK TOGETHER

Our engagement will be marked by a regular rhythm of strategic sessions with your Leadership Team, when we rise above the day-to-day to set the course and get equipped for the climb ahead together. Below are sample agendas.

01 BASE CAMP DAY 1

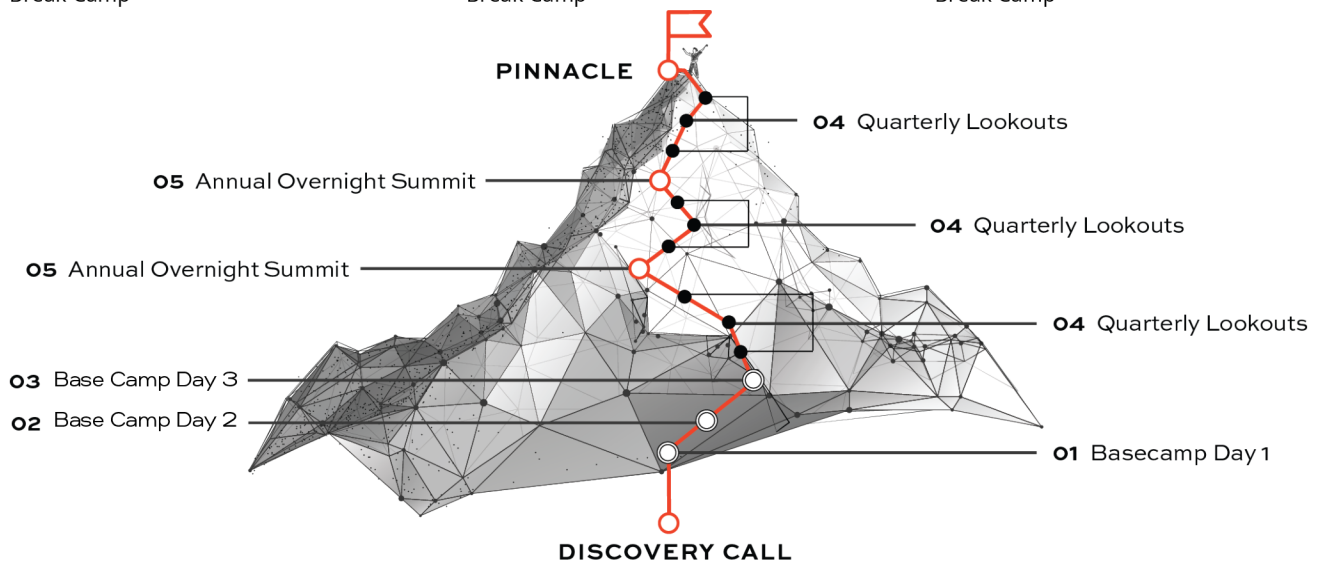
- Connect
- The Journey
- Brutal Facts
- Who First
- Culture Codified
- Trends, Strengths & Weaknesses
- The Pinnacle
- Scramble Rocks
- Meeting Structures
- Next steps
- Break Camp

02 BASE CAMP DAY 2

- Connect
- Check on Climbing Tools
- Strategic Vision & Execution
- Culture Codified
- Finalize the Pinnacle
- Medium Term Milestones
- One-Year Growth Plan
- F.A.S.T. Rocks
- Meeting Structures
- Next steps
- Break Camp

03 BASE CAMP DAY 3

- Connect
- Check on Climbing Tools
- Strategic Vision & Execution
- Flywheel First Draft
- Strategy Square
- Win the Week
- F.A.S.T. Rocks
- Team Engagement Plan
- Review Bedrock Tools
- Next steps
- Break Camp



04 QUARTERLY LOOKOUT

- Catch Up
- Rock Accountability
- Check on Climbing Tools
- After Action Review
- New Climbing Tools
- Rope-Up to Your Pinnacle
- Quarterly Rocks
- Meeting Structures
- All Hands
- The List
- Team Health
- Break Camp

We repeat the
Quarterly Lookouts
until your Annual
Summit.

05 ANNUAL SUMMIT

- Deep Dive
- Annual Plan & Quarterly Rocks
- Strategic Vision & Execution
- Tighten Up the Strategy
- Annual Talent Assessment
- Meeting Structures Next Level
- New Climbing Tools
- Team Health
- Higher Level Thinking
- Quarterly Rocks
- Scoreboard Adjustments
- The List
- Break Camp

ABOUT PINNACLE FROM FELLOW LEADERS

"The Pinnacle approach changes the way you view and operate your business on a daily basis. It helps you to build a foundation of A-Players that live your core values, create winning playbooks, and drive clarity and alignment around your purpose and goals. Our performance metrics and goals have increased at every level throughout the organization, and our entire team now understands the why.

If I could change one thing, I would have started working with Pinnacle earlier."

—
Brandon Mensink
COO & Co-Owner
Tonna Mechanical, Inc.

"The Pinnacle approach is customizable, nimble, and applicable to any business challenge.

It layers the latest business thinking on top of tried-and-true practices. This unique combination continues to take my company and leadership to the next level."

—
Kristi Piehl
Founder & CEO
Media Minefield

"What worked then doesn't work now. No words have been truer to business leaders that have been part of growing a company. The speed at which we are having to adapt as leaders is unprecedented.

Having an operating system that is best in class, flexible, and built for growth like Pinnacle gives us the framework to evolve the system as the business evolves."

—
Emily Morgan
Founder & CEO
Delegate Solutions

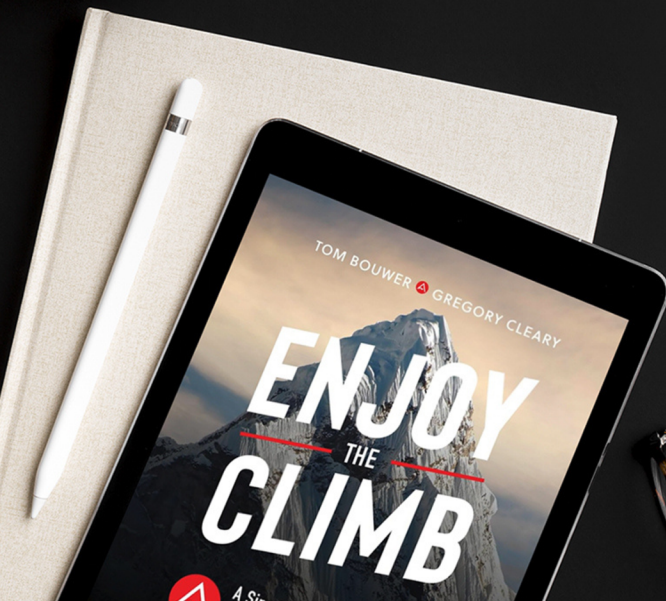
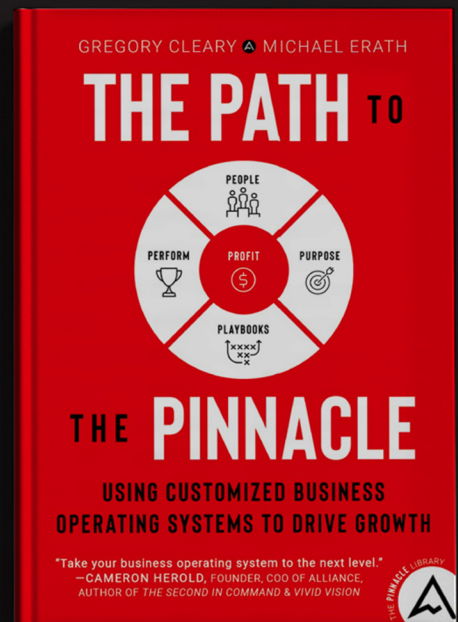


The Pinnacle Approach is distilled from leadership & management classics. Learn more by reading *The Path to the Pinnacle* and *Enjoy the Climb*.

STILL CURIOUS?

Book a Discovery Call to explore whether the Pinnacle Approach is a good fit for you and your business.

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THE PATH TO THE PINNACLE

HOW WE'LL WORK TOGETHER

INCLUDED

Three 1-Day Base Camp Sessions
Three 1-Day Quarterly Sessions per year
One 2-Day Annual Summit per year
Two 1-Day custom-designed sessions per year on Leadership & Strategy
Unlimited Leadership Team Support
Access to 80+ Pinnacle Business Tools

INVESTMENT

Monthly investment is tailored to your business's size, complexity, and goals:

- Emerging – \$1,750+
- Scaling & Growth-Focused – \$3,500+
- High-Complexity – \$5,500+

GUARANTEE

If for whatever reason you are not 100% satisfied with the service you may cancel anytime.

START

After a Discovery Call, we'll book a 90-minute Fit Meeting with your Leadership Team, to ensure everyone is in agreement and excited about the journey ahead. Our engagement officially begins as soon as you make the first monthly payment.



ABOUT ME

Business has always been personal. Growing up in a family of entrepreneurs, Lezlie Snoozy-Kaitfors learned early that running a business isn't just about numbers—it's about people, leadership, and the ability to adapt. Those lessons shaped her journey as she went on to lead businesses across multiple states, managing hundreds of employees and navigating the complexities of growth and leadership.

Now, as a Professional Certified Coach, Pinnacle Business Guide, bestselling author, and speaker, Lezlie helps leaders and teams gain clarity, alignment, and impact. She specializes in helping businesses step back, see the bigger picture, and create strategies that actually work—***without getting lost in the day-to-day grind.***

Based in the Black Hills of South Dakota, Lezlie partners with clients nationwide, guiding them to lead with confidence and rise higher.



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TESTIMONIAL

"I've had the pleasure of working closely with Lezlie over the past decade at two stops now. First, while she was a dedicated business owner at Comfort Keepers, and again as she stepped over to start her new executive coaching company Rise. In both cases, her thoughtful leadership and business acumen always stood out.

I really want to speak to her skills as an executive coach. I had the opportunity to engage Lezlie starting about a year ago. The company I am leading is going through a tremendous amount of change and growth, and I knew I needed help as a leader to get it sorted all out and to keep us focused on the key objectives. Lezlie was able to come in, assist me and my executive team (a team of incredibly strong personalities, mind you) in getting strategically aligned to the right goals and priorities and most importantly make sure we were EXECUTING on the key activities needed. We were able to turn our results around and get headed in the right direction! Lezlie is very adept at this role. . . "

Tara Riley, MBA, CFE

COO & Scaling Specialist

AAPC



HELPING LEADERS AND TEAMS

**GAIN CLARITY, ALIGN STRATEGY, &
CREATE LASTING IMPACT.**

RISINGTHEBIZ.COM | 605-800-1545 | LEZLIE@RISINGTHEBIZ.COM

