



# LEVERAGE ME

SPECIALISED STRATEGIC RECRUITMENT

## WHAT COULD A GM OR COO DO IN MY BUSINESS?

Good news! Your  
business plan  
already knows or  
we can find out  
together.

## WHEN IS THE RIGHT TIME FOR A GM?

Discover key  
indicators and  
strategic insights  
to help you make  
this pivotal  
decision.

# MANAGEMENT MATCHMAKING



# FROM ONE OWNER TO ANOTHER

As the founder of LeverageME, I have personally witnessed the struggles faced by clients in finding the appropriate key management for their business and personal needs. Many owner-operators experience frustration and hesitation due to the traditional recruitment approach, which often proves inadequate in fast-paced business environments where getting it wrong is costly on every front.

At LeverageME, we recognise the crucial significance of identifying the perfect match for key management roles, whether it be a General Manager, COO, CFO, or any other essential position. It's not merely about possessing the right skills – it's about aligning with the owner, the existing team, and the overall business vision.

Our customised recruitment strategy guarantees that we source candidates who not only fulfil the job requirements but also resonate with the distinct needs and principles of each business we engage with. With LeverageME, you can be confident that we will assist you in finding key management team who will steer sustainable business growth, genuinely giving you the Leverage you seek.

Our mission at LeverageME is clear – we aid clients in clarifying their specific needs, pinpointing the appropriate talent, and supporting their integration into their businesses. This enables business owners to keep focus on their core areas of expertise and joy, assured that they are backed by the right team.

I am excited to lead this innovative recruitment approach and eager to collaborate with you in reshaping your team-building methods.



*Rebecca Ramsay*

OWNER, ADVISOR, COACH

LEVERAGE**ME**



# What could a GM or COO do in my business?

*The answer . . . Whatever the business requires. In Cameron Herold's book, 'The Second in Command' he discusses the primary types of relationships for a CEO/Business owner and COO/GM.*



**REBECCA RAMSAY**

LEVERAGE ADVISOR



**The Partner:** In this relationship, the GM/COO acts almost as an equal to the Business Owner, sharing a deep level of trust and mutual respect. The GM/COO often complements the Business Owner's skills and can act independently, representing the Business Owner and the company without needing constant guidance.

**The Executor:** Here, the GM/COO is primarily focused on execution and operational efficiency, taking the Business Owner's vision and making it a reality. This relationship is characterised by the Business Owner being more involved in setting strategy and external relations, while the GM/COO handles internal operations, team accountability and detailed management.

**The Heir Apparent:** In some cases, the GM/COO is being groomed to take over as the future leader of the company. This relationship involves mentorship, with the current Business Owner preparing the GM/COO through exposure to different aspects of the company, strategic decision-making, and sometimes board interactions.

**The Complement:** In this dynamic, the GM/COO brings skills or attributes that the Business Owner lacks, which might include experience in specific areas such as finance, technology, or international markets. This relationship is built on balancing strengths and weaknesses between the two.

**The Project Leader:** Sometimes, a GM/COO is appointed to lead specific strategic projects, such as mergers and acquisitions, major shifts in company direction, or turnaround efforts. This type of GM/COO often has a more limited tenure focused on a specific set of goals.

**The Confidant:** In smaller companies or more personal settings, the GM/COO may act as a confidant to the Business Owner. This relationship is crucial for maintaining the Business Owner's mental and emotional well-being, allowing them to discuss challenges and ideas openly.

and then of course there is the 'Hybrid'...

## Is It Time to Hire a General Manager?

A Self-Assessment Quiz for Business Owners



**“Each type of relationship requires clear communication, well-defined roles, and a strong alignment of goals between the Business Owner and GM/COO to ensure successful governance and management of the company.”**

# LEVERAGE**ME**

## Learning Tools We Love



### APP LEARNING: MASTERCLASS

QUALITY CONTENT ON EVERY TOPIC  
with world leaders.  
Fantastic format!



### ONLINE COURSE: INVEST IN YOUR LEADERS

The easiest way to grow your  
company, is to grow your leaders!  
(Cameron Herold, *'Second in Command'*)



### PODCAST: BEC'S PICK

Wideranging interviews on global  
topics with epic comedian Trevor  
Noah on his 'What Now' podcast.



### PODCAST: 3 PEAKS LEADERSHIP

How to make it as a CEO (and  
beyond): stories, tips, studies and  
interviews to help you be a CEO or  
an effective leader of your own  
career.



### PODCAST: DIARY OF A CEO

Stephen Bartlett with unfiltered,  
remarkable stories and untold  
dimensions of the world's most  
influential people, experts, and  
thinkers.



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from Leverage**ME**!



# When is the Right Time for Me to Get a General Manager?



**REBECCA RAMSAY**

LEVERAGE ADVISOR

*Bringing onboard a General Manager (GM) is a significant, strategic move for your business. The timing of this decision is critical and can greatly influence your business's efficiency and potential for growth. But how do you determine the right time for such an important step?*

*Here are 5 areas to consider:*

**Scaling Challenges:** Growth is an exciting prospect, but it also presents unique challenges. As your business grows, the complexity of operations often increases, demanding a different set of skills, knowledge, and experience from what initially drove the business to success. A GM brings these critical skills and can facilitate new opportunities, helping navigate the complexities of scaling up while ensuring the business's core operations remain robust.

**Owner Overload:** Often, the passion and excitement that once drove business owners can wane as the demands of the business grow. If you find yourself no longer feeling the joy in your role, if day-to-day operations feel more like a burden than an adventure, it might be time to consider a GM. This feeling can be a strong indicator that the operational demands of your business are too great for one person to manage effectively. It's not just about the increased workload; it's also about the realisation that the joy of running your business has diminished. This can lead to burnout, which isn't good for you or your business. A GM can help lighten the load, allowing you to rediscover what made you passionate about your business in the first place.

**Strategic Direction:** If you're finding that your time is increasingly consumed by operational tasks rather than focusing on the company's strategic direction, consider hiring a GM. As a business owner, your primary role should be steering the company's long-term vision and strategy, not getting bogged down by day-to-day operations. A GM can handle these operational tasks, allowing you to concentrate on envisioning the future of the company and planning how to achieve it.

“*Introducing a GM into your business is not just about relieving your workload; it's about ensuring the business can continue to grow and thrive in ways that no longer solely depend on your direct involvement.*”

**New Skills for New Challenges:** Businesses often need expertise in new areas as they evolve. For example, international expansion, online commerce, or the integration of new technologies may be crucial for your next growth phase but beyond your expertise. A GM with experience in these areas can provide valuable insights and capabilities to your team, ensuring your business is well-prepared to capitalise on new opportunities.

**Supporting the Team in New Ways:**

As the business grows, so do the needs of your team. They may require more structured leadership, professional development, and opportunities to advance their skills. A GM can provide this support, fostering a stronger, more capable team that can push the business to new heights. Moreover, with expansion often comes the need for increased accountability and structured role definition within the team. A GM can establish clear systems and processes that ensure responsibilities are well-defined and performance metrics are consistently met. This framework not only helps in maintaining the quality of work as the business scales but also supports a culture of accountability, where team members understand their roles and the expectations tied to them. This level of structure is crucial for sustaining growth and ensuring that each team member's contributions align with the business's overall objectives.

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make Your heart sing



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We provide expertise to assist you with legal services for Business, Commercial Property, Leasing, Employment Law, Partnership Agreements and advice on commercial contracts.

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# LEVERAGE ME

A little about our  formula.

BUSINESS LEADERS WANT SMARTER ADVANCED INSIGHTS® INTO HOW PEOPLE MAKE DECISIONS, WHAT MOTIVATES THEM, & HOW THEY WILL BEHAVE, COMMUNICATE, & GET RESULTS.

AS A CERTIFIED CONSULTANT FOR THE ADVANCED INSIGHTS ASSESSMENT, WE ARE ABLE TO PROVIDE AND CONSIDER THESE INSIGHTS FOR OUR CLIENT TEAMS AND POTENTIAL CANDIDATES.

NOT ONLY DOES THIS ALLOW US TO IDENTIFY THE RIGHT FIT, IT ALSO ALLOWS US TO DEVELOP OUR CLIENTS AND TEAMS ALONG THE WAY.



WE VALUE YOUR PERSONAL & PROFESSIONAL DEVELOPMENT

## THE ADVANCED INSIGHTS ANALYSIS & CUSTOMISED COACHING REPORT

### SEE THE INVISIBLE MIND



How people think, what they value, how they behave & communicate?