

Business Expert Active Growth

Fractional CFO Leadership to Scale Beyond
£20M+ with Energy, Precision & Profitability

GrowthStarCFO

An advanced strategic framework for Business Leaders, CEO's and Senior Executives to deliver accelerated growth and rapid improvement in profitability.

Business Expert Active Growth Program

The Business Expert Active Growth Program **blends decades of strategic financial leadership** with **powerful growth tools** and direct **executive support**. Through expert Fractional CFO guidance, your business gains the clarity, systems, and focus to boost profitability, drive operational excellence, and **scale with confidence**. Every step is shaped by insight, discipline, and the accountability needed to deliver results that matter.

Within 12 months you will:

1. Achieve **financial clarity and control** to drive smarter, faster decision-making.
2. Uncover and activate new revenue opportunities with **focused targets**.
3. Build a clear, CFO-backed strategic plan to **align vision with action**.
4. Streamline operations **for faster, more efficient execution**.
5. Instil a **high-accountability culture** with the systems to sustain momentum.

IT IS TARGETED

Built on what works, this isn't guesswork. You'll implement **proven financial strategies** used by top-performing companies—ensuring every step you take is a step toward **profitable growth**.

WE WALK THE TALK

We treat your business like it's our own. With **deep financial expertise** and a founder's mindset, we commit fully to your success. Every recommendation is **practical, proven, and tailored**—not theory, but the kind of guidance we stake our name on.

IT'S NOT FOR EVERYONE

The Business Expert Active Growth Program is for leaders with vision—those who want to build something bigger, stronger, and more valuable than before.

If you thrive on **purpose-driven momentum** and want strategic control of your next chapter, you're in the right place.

Together, we'll turn potential into performance, and ambition into a clear path to breakthrough £20M+ in sales.

BUILT FOR SCALE

This program isn't about marginal gains. It's built to help you scale to £20M+ with **confidence, control and precision**—without the growing pains, guesswork, or fragmentation that hold most businesses back.

LEAD SMARTER

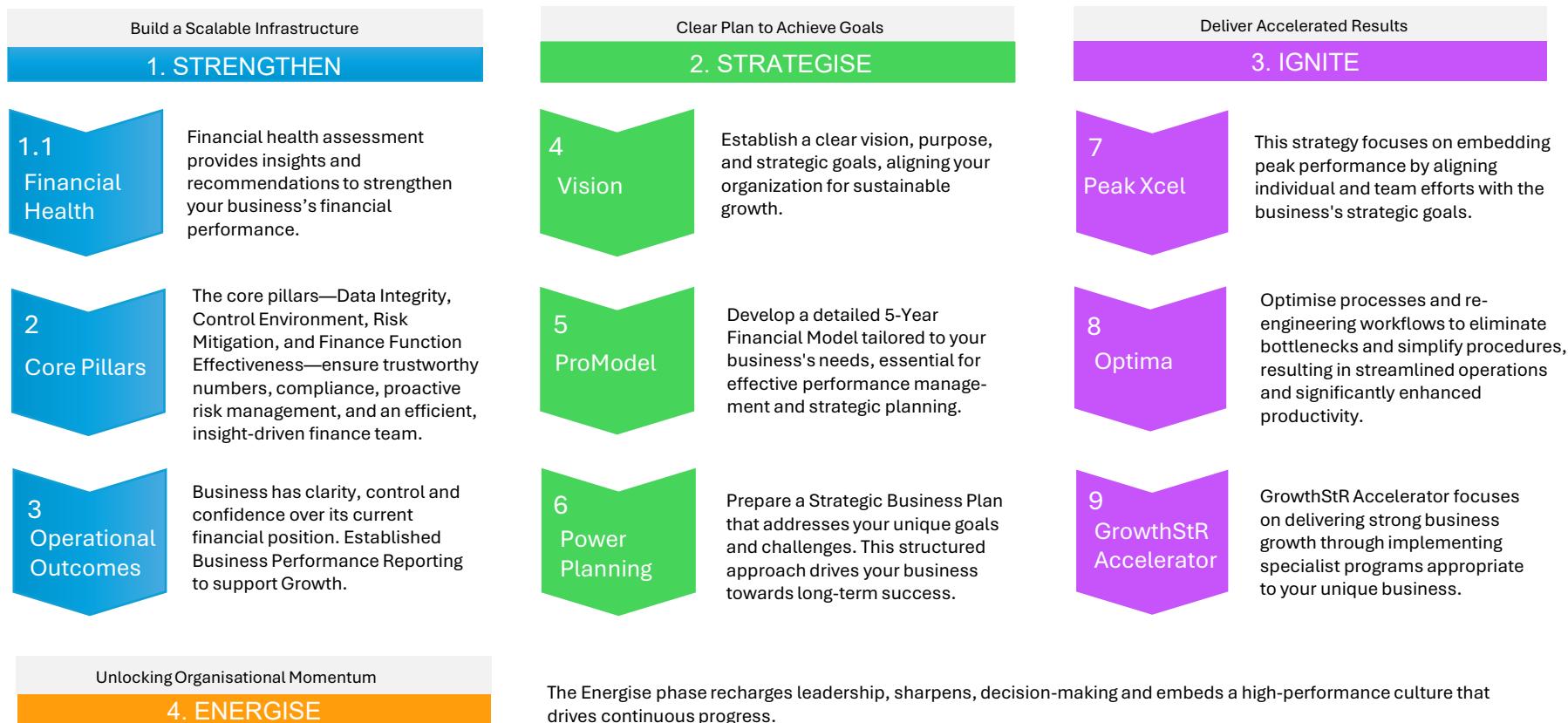
SCALE FASTER

BUILD VALUE

Outcomes

1. Gain a fully embedded CFO who drives transformation—not just advice, but hands-on strategic execution.
2. Experience faster growth, tighter operations, and stronger margins—all at once.
3. Free leadership from tactical distractions and refocus on big-picture growth and vision.
4. Redesign your business model and cost structure for significantly improved profit per sale.
5. Present investor-grade reports and forecasts that command respect and enable bold moves.
6. Optimise people, processes, and systems to create smooth operational flow across functions.
7. Embed the Peak XcelStR framework to ensure teams execute with ownership, pace, and accountability.
8. Equip leadership with the tools, frameworks, and insights to make faster, smarter decisions.
9. Build a roadmap to dominate high-margin sectors and scale into new markets with confidence.
10. Strong employee engagement fosters accountability and a high-performance culture

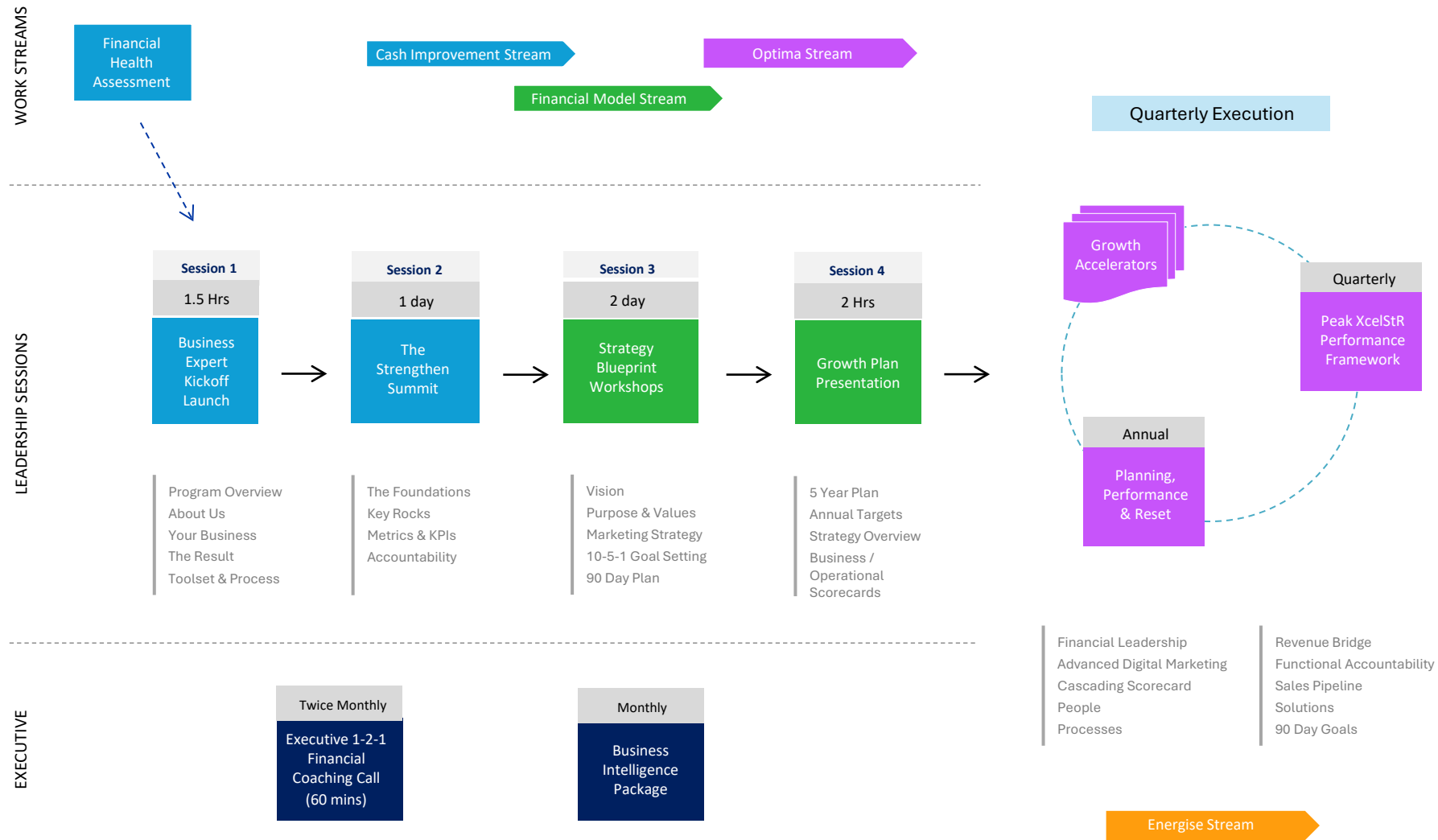
Program Deliverables



Leadership

- ◆ **Fully Managed Fractional CFO:** A highly experienced CFO, fully embedded in your business to deliver hands-on expertise that drives financial and operational transformation. This goes beyond guidance to actively increasing profitability and accelerating decision making.
- ◆ **Executive Financial Coaching:** 1-2-1 sessions with a highly experienced, international CFO twice a month to develop and implement high value strategies that are proven to rapidly improve profitability and generate strong, sustainable growth.
- ◆ **Business Intelligence:** The Coaching program is enhanced with a monthly Business Intelligence that aims to empower strategic decision-making, reinforce coaching insights, and provide access to the latest business strategies.

Business Expert Active Growth



The proven model for scaling beyond £20M—delivering hands-on financial leadership, operational precision, and profitable growth.

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