



# Visionary CEO *Academy*

**2022-23 PROGRAM GUIDE**

**For Online Business Owners**

[visionaryceoacademy.com](http://visionaryceoacademy.com)

# About the VCA

## Designed With Online Business Owners In Mind

It's taken you a lot of hard work to get where you are. You've achieved a level of success in your business that others can only dream of, but there's a voice inside you that's telling you that you're capable of more.

You're committed to scaling your business beyond just you; to create an impact on more people, and to do it in a way that's profitable, sustainable and equitable.

The Visionary CEO Academy is designed for people like you.

Our program is designed to propel your business forward, giving the specific guidance, skills and support you need to not only grow as a leader, but to get freed up from the day-to-day as you do it.

This not only means you can scale your business; it means you'll also get more time to do the things you love most, inside the business and out.

I used to do everything myself. When I started this business, there was nobody but me and I did all the parts. Then I added one person and they helped me, but I mostly did all the parts and gave them some of it. [Now] I can focus on the other parts because I'm not constantly chasing behind.



**Keila Hill-Trawick**  
Little Fish Accounting

*Fall 2020 Cohort*

# What You'll Learn

## Go Way Beyond The Basics

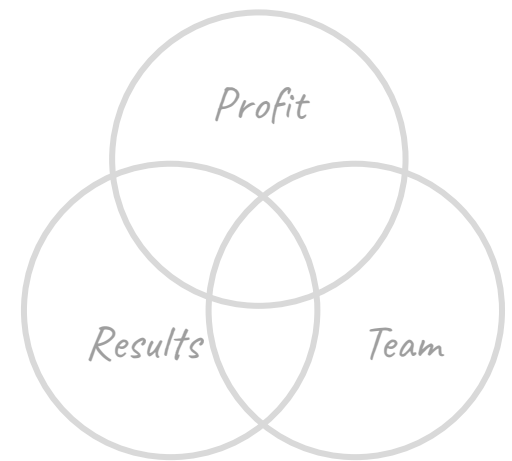
As a business owner, you know that you need to spend more time working “on” the business (and less time working “in” it). The Visionary CEO Academy is designed to help you do that, by giving you the skills you need to lead a scalable, growing online business.

Over the first three months, you'll install foundational principles that will clean up your business' models, operations and culture to as to set them up to become scalable.

Then, you'll be ready to dive into specialized projects designed to support you *and* your business as you scale. From hiring to performance management, budgeting to governance, our emphasis on experiential learning means you'll be putting everything you learn into practice in your business as you go through the program.

Whether you choose to enroll for a single term\* or you continue your journey with us for several years, the Visionary CEO Academy is provides the highest level of business and professional development available to online business owners—and their teams—today.

\* Your initial term is 6 months, and you can renew for additional terms beyond that if we all agree it's a great fit.



I wanted to just stop the train because it all felt like too much, but the changes we implemented from the Academy have made it actually sustainable.



**Autumn Witt-Boyd**  
AWB Firm

*Summer 2020 Cohort*



# How The Program Works

The Visionary CEO Academy is designed for busy entrepreneurs. The work you'll be doing isn't meant to be done "on top of" your day-to-day; instead, it's a structured way of doing the things you already know need to, in order to scale your business.

Here is a sample schedule for a Foundation-Level project:

Day	Focus	Time
Mon	Review new material and integrate feedback	30-60 min
Tues	Mastermind <i>or</i> 1:1 coaching call	30-90 min
Wed	Complete first draft of weekly action items	30 min
Thurs	Attend office hours for real-time feedback, collaboration & coworking	30-90 min
Fri - Sun	Complete and submit your weekly action items for feedback & review	30-60 min

*TOTAL TIME REQUIRED*    **3-5 hours**

Each quarter, you'll work through a series of projects and action items designed to upgrade your business' systems, practices and structures. Along the way, you'll be supported through one-on-one feedback and private coaching calls.

Meanwhile, regular workshops, masterminds and virtual retreats provide for immersive learning, strengthening relationships with your fellow leaders, and elevating you out of the day-to-day.



# Visionary CEO Academy

## Program Overview

### START WITH A SOLID FOUNDATION (MONTHS 1-3)

Every quarter, new clients begin their VCA journey by completing a series of two- and three-week mandatory prerequisite projects. These projects are designed to help you organize and detangle your business, shaping it into a solid foundation upon which you can scale.

#### FOUNDATION PROJECTS (OFFERED QUARTERLY)

- STRATEGIC FOUNDATIONS
- SCALING MODELS FOR PROFIT & RESULTS
- OPERATIONS
- BUILDING HIGH-PERFORMANCE TEAMS
- LEADING A SHARP CULTURE

### THEN, SCALE IT SUSTAINABLY (MONTHS 4-6+)

Once you've completed your Foundation projects, you'll have a solid basis from which to scale your business sustainably. Along the way, we'll mentor and guide you through the process—while also helping you build the requisite leadership skills needed to thrive.

*\*\* Support for hiring projects happen on an as-needed basis*

#### ADVANCED LEADERSHIP PROJECTS (SEE SCHEDULE)

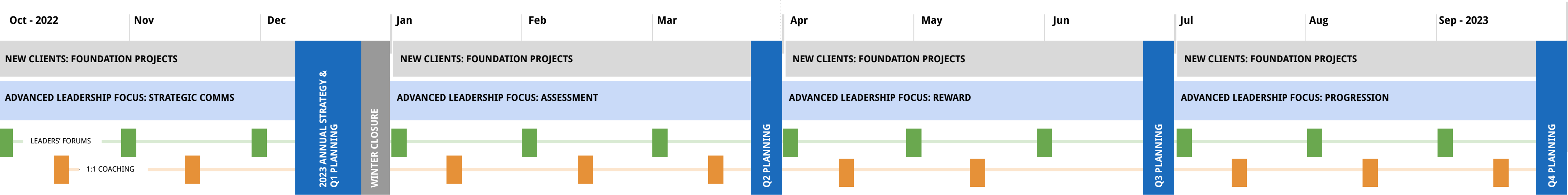
- STRATEGIC COMMUNICATIONS
- EFFECTIVE HIRING\*\*
- ASSESSING TEAM MEMBER PERFORMANCE
- REWARD & COMPENSATION STRUCTURES
- PROGRESSING & DEVELOPING TEAM MEMBERS

**Strategic Planning:** Half, full and/or multi-day virtual retreats, where participants blend high-level strategic planning with leadership development programming.

**Leaders' Forum:** Small-group masterminds focused on vision & strategic alignment, best practices, peer instruction, and networking.

**1:1 Coaching:** Professional and business development mentorship including tactical, strategic and mindset considerations.

**PLUS: Business Growth Consulting:** Anytime, on-demand support with day-to-day concerns including sales, marketing, performance management, etc. for as long as you're a client.



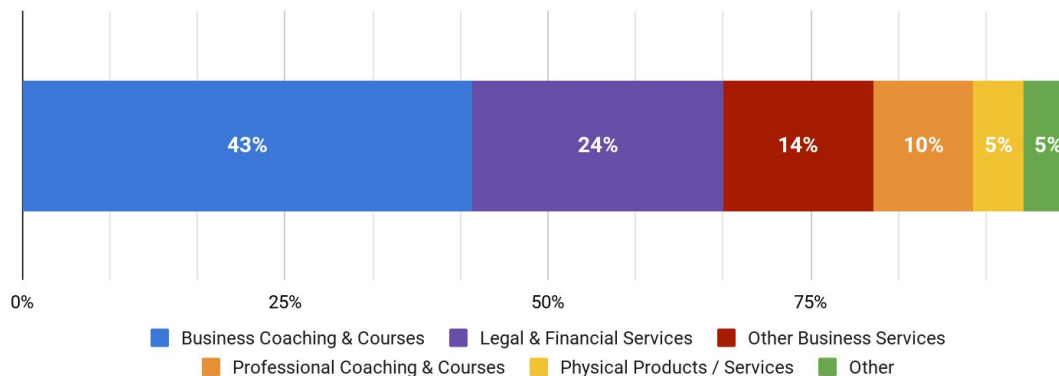
# Your Fellow Visionary CEOs

Come For The Program; Stay For The Community

What starts as your cohort will turn into one of the most valuable professional networks you could build. Your fellow participants will come from diverse backgrounds, each bringing their unique viewpoint to the table.

The VCA's program is built upon collaboration, just like your business. This means you'll find yourself sharing ideas, completing projects, giving presentations with and even learning surprising insights from those who are pursuing this designation with you.

For the duration of your time in the program, you'll be surrounded by individuals who are hand-picked through a holistic and competitive admissions process to challenge, inspire, and drive you to take your business to the next level.



## VCA Client Profile

Current clients as of June 2022

8

MAXIMUM  
COHORT SIZE

33%

VISIBLE  
MINORITIES

83%

WOMEN-OWNED  
BUSINESSES

\$150k - \$3M

2021 ANNUAL REVENUE

I now have time to work ON the business. I don't think I realized how little time I had to get things done.

For the FIRST time ever, I see a path to creating more while still feeling in alignment with my purpose.



**Myleik Teele**  
CurlBox

Winter 2021 Cohort



# You're here to scale your business. So are we.

Our team of coaches and mentors play a critical role in the Visionary CEO Academy, offering dedicated one-on-one leadership coaching, professional skills training and support for all things mindset, tactical and strategic.

Below are some examples of the types of experience and specialties that the VCA team has on offer:

**Marketing Strategy.** Get the support you need for setting and meeting quarterly lead-generation targets, and developing marketing plans to meet them, in alignment with business goals and values.

**Equity & Anti-Racism.** Building an anti-racist business means being willing to assess your own journey and responsibilities as a leader. Our team includes recognized experts to help facilitate this journey.

**Leadership Mentoring.** Gaining insight from someone with extensive team building and leadership skills is invaluable. We'll pair you with a mentor who's able to develop your personal leadership goals.

We also have preferred vendor relationships with experts in areas such as legal support, event planning and production, bookkeeping and accounting, etc.

Together, we build amazing teams, world-class customer experiences, and skyrocket your profit so you can experience more freedom, increase your income and have an even bigger impact.



# Our Admissions Process

## The Next Step Of Your Journey Begins Here

The VCA's admission process is competitive. We deliberately keep our cohorts small to help foster a more personal environment. Applicants are carefully selected against competitive requirements to ensure that, once in the program, you learn from peers who have demonstrated vision, leadership, and experience.

### **1 Review our admission requirements and begin the enrollment process**

a) Review our admission requirements below:

- ☐ Successfully sell coaching, consulting or a service online
- ☐ Follow a process or method that you've developed;
- ☐ Have a team of contractors and/or employees; and
- ☐ Be committed to building an equitable, anti-racist business

Preference will be given to applicants whose business currently generates:

- ☐ Annual revenues of \$250k - \$1.5M per year, *or*
- ☐ Average revenue of \$20k - \$125k per month over the past 3 months

b) Complete the pre-application assessment online at:  
[visionaryceoacademy.com/apply](https://visionaryceoacademy.com/apply)

### **2 Submit your application and book an interview**

After reviewing your pre-application assessment, we will invite qualified applicants to begin the online application process.

This application includes an online form with 3-4 reflective questions and participation in an interview by video call.

### **3 Wait for your results and accept your offer**

- a) If your application and interview are successful, you will receive a letter of admission to the Visionary CEO Academy.
- b) Accept your offer! Pay your deposit and then get ready to join the class, starting the first Monday of the next quarter.



# Our Commitment To Equity

The Visionary CEO Academy is proudly 100% LGBTQ2S+ and 50% Indigenous (Métis) owned.

At the same time, we also recognize the privileges that have been afforded to us. The systems of racism, sexism, cis-genderism, ableism, etc. run deep, and so we are committed to putting our words into action.

That's why all programs offered by the Visionary CEO Academy are based on an explicitly intersectional, anti-racist worldview.

We:

- Hold firm our responsibility to create and maintain safe space for marginalized groups, including those who are systematically disadvantaged whether because of race, sexuality, gender, ability, or other forms of diversity.
- Affirm the importance of science-based decision-making, meaning we acknowledge the reality of climate change, support mask mandates, and are pro-vaxx.
- Acknowledge that we are headquartered on unceded Coast Salish territory, with team members located on the traditional territory of the Kwalikum, Cowlitz, nêhiyaw, Dené, Nakota Isga, Niitsitapi, Anishinaabe, and Haudenosaunee First Nations (among others).
- Believe that Black, Indigenous and Trans Lives Matter.

Finally, as a sign of our ongoing commitment toward reconciliation, 1% of all revenue collected by the Visionary CEO Academy goes to #PayTheRent in support of the Tillicum Lelum Friendship Center's programs.



# Visionary CEO Academy

## Program Delivery

Part-time, online

## Fees\*

\$15,000 USD for a 6-month term

*\* Payable as 6 payments of \$2,500 USD; the first is due at enrollment, then \$2,500 USD per month for months two through six. You may renew for multiple terms.*

## Key Dates & Deadlines

### Fall 2022 (Begins October 3, 2022)

Apply By: September 9, 2022

Enroll By: September 16, 2022

### Winter 2022 (Begins January 2, 2023)

Apply By: December 9, 2022

Enroll By: December 16, 2022

### Spring 2023 (Begins April 1, 2023)

Apply By: March 3, 2023

Enroll By: March 10, 2023

### Summer 2023 (Begins July 3, 2023)

Apply By: June 9, 2023

Enroll By: June 16, 2023

## Contact Us

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