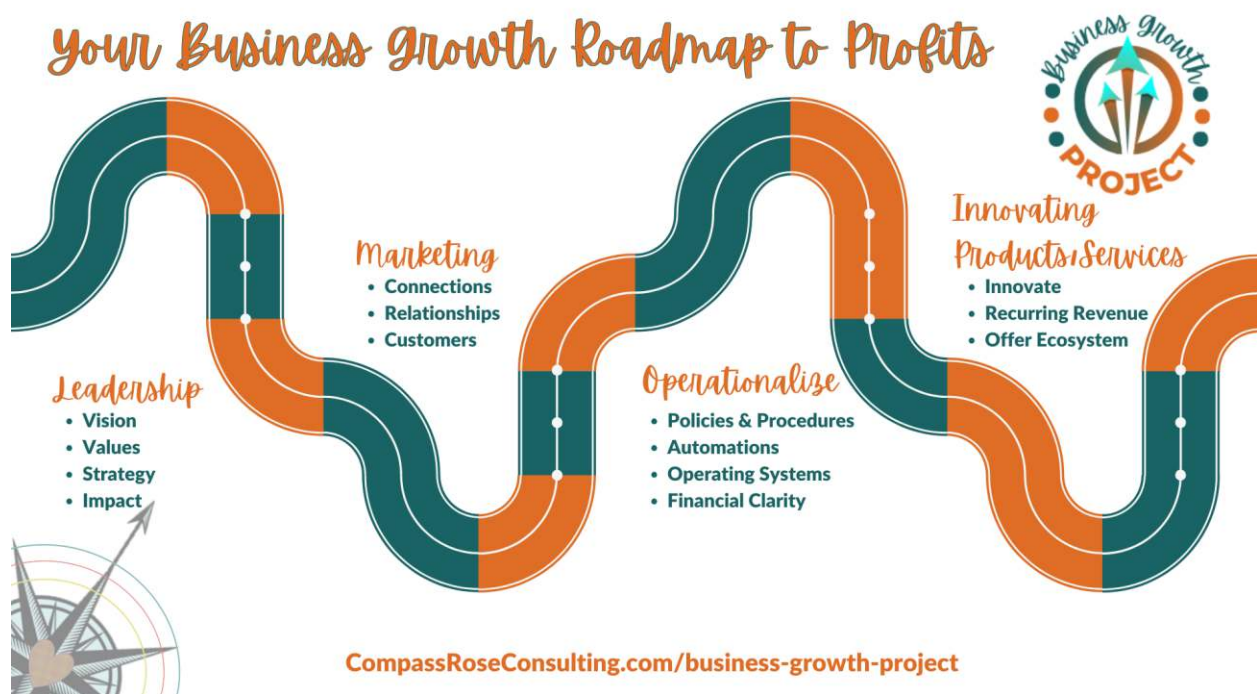




Course Map

Your Business Growth Roadmap to Profits



Compass Rose Consulting
Donna Lynn Price



Welcome. Welcome!!

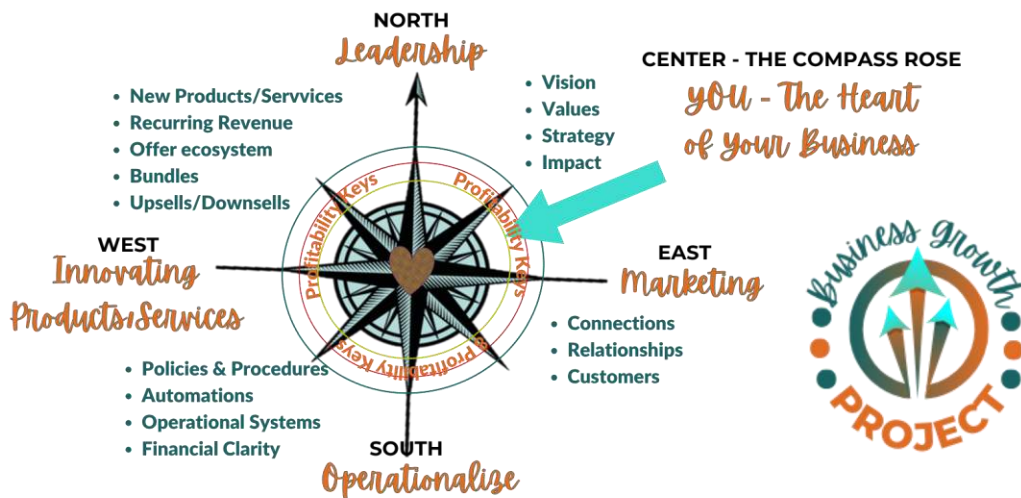
I am so thrilled that you are here!!

This course is the CORE of our work!!

It is where YOU start framing your way of growing your business. This course map is designed to give a brief overview document for your review and reference.

You will see that we are moving around the compass and the cardinal points of the compass.

COMPASS GROWTH FRAMEWORK

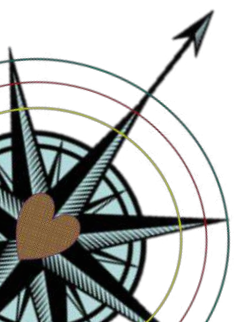


CompassRoseConsulting.com/hub

Let's get started!

Donna

Donna Price
Founder and CEO

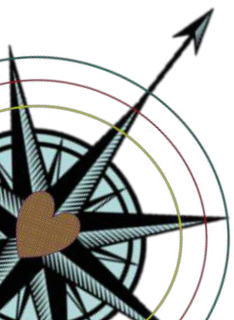


BGP – Course Map



Compass Rose Consulting, LLC
<https://compassroseconsulting.com>

Members of the [Business Growth Hub](#) gain access to almost every course at CRC as part of their membership.





The Map

Opening Arc

Welcome & Foundation

- W1** Welcome to the Business Growth Project
- W2** Your Compass Self-Inventory — *YOUR WAY diagnostic*
- W3** The Compass growth framework for Growth
- W4** The 8 Profitability Keys — Your Business Dashboard — *metrics + strategies + ACCT Cycle*

NORTH

Leadership & Vision

- N1** Movement 1 — The Naming — *Compass Leadership philosophy*
- N2** Movement 2 — The Case — *six profitability pillars*
- N3** Movement 3 — The Identity — *Ripple Plan introduced here as named framework*
- N4** Movement 4 — The Team — *Compass Values Foundation & Agreements — COMPLETE*
- N5** Movement 5 — The Pledge
- N6** Visioning Your Business — *Ripple Plan seed: ripple by nature + ripple by strategy*
- N7** Values — Your Operating Compass
- N8** Strategic Planning — Building Your Plan — *planning app is the anchor tool*

EAST

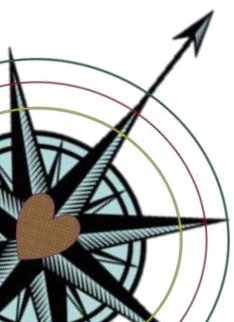
Marketing & Revenue

- CRC Method — Your Marketing Philosophy*
- E1** Marketing YOUR WAY — Strategy Over Tactics
- E2** Your Target Market — Who You're Here to Serve
- E3** The CRC Method: Connections → Relationships → Customers — *impact storytelling as CRC accelerator*
- Profitability Keys 1–4 — Marketing Strategies*
- E4** Key 1 — Traffic: Generating Visibility YOUR WAY
- E5** Key 2 — Opt-ins: Building Your List & Raising Hands
- E6** Key 3 — Buyers: Converting Relationships to Customers
- E7** Key 4 — Purchase Price: Pricing with Confidence & Value

WEST

Innovation & Offers

- W5** YOUR Products & Services — Designing Offers YOUR WAY
- W6** Key 5 — Items Purchased: Your Offer Ecosystem — *design lives here; marketing in East*
- W7** Key 6 — Repeat Customers: Continuity & Recurring Revenue — *Hub as proof of concept*
- W8** Revenue Models & Offer Architecture — *impact strategy design question + Impact Project pointer*



BGP – Course Map



SOUTH <i>Operations & Stability</i>	S1 Building a Well-Oiled Machine — <i>planning app anchor</i> S2 Sales Process — YOUR WAY to the Yes S3 Key 7 — Customer Engagements: Experience, Service & Appreciation S4 Key 8 — Profit Margin: Financial Clarity & Know Your Numbers
CENTER <i>YOU — Closing Arc</i>	C1 The Self-Leadership Foundation — Energy, Mindset & the 5 Traits C2 YOUR WAY — Chart Your Path, Build Your Legacy — <i>closing arc + bridge to the Hub</i>
Bonuses <i>Resources & Tools</i>	B1 Profit Keys Self-Assessment Worksheet — <i>already built</i> B2 YOUR WAY Diagnostic (extended) B3 Compass Check-In Guide — <i>already built</i> B4 Marketing Tactics Resource Guide B5 The Ripple Impact Project — Course Pointer — <i>both ripple dimensions + Impact Project course</i>

Where the 8 Profitability Keys live as strategies

Keys 1–4 <i>Traffic, Opt-ins, Buyers, Pricing</i>	Keys 5–6 <i>Offer Ecosystem, Repeat Customers</i>	Keys 7–8 <i>Engagements, Profit Margin</i>	All 8 Keys <i>Introduced in Opening Arc</i>
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YOUR WAY Thread Every module ends with a YOUR WAY application prompt. No formula — a filter. What does this look like for YOUR business?	Ripple Plan Thread Introduced in N3 as a named framework. Ripple by nature (4 rings) + Ripple by strategy (deliberate impact commitment). Full build in the Impact Project course.
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