



How to Use This Course

Compass  Consulting
Donna Lynn Price



Welcome. Welcome!!

Welcome. You're here.

You've made a great choice!! I am excited to get started. This guide will give you an overview of the course and what it provides.

Your compass is already pointing — this course helps you read it.

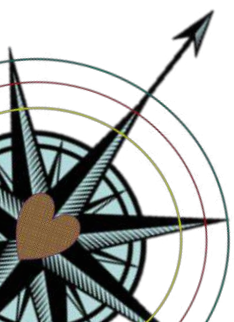
Let's get started!

A handwritten signature in teal ink that reads "Donna".

Donna Price
Founder and CEO

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.





★ What You Are Building

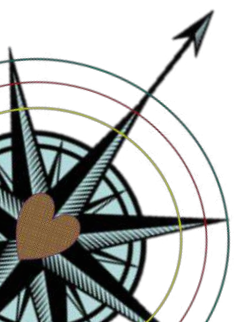
By the time you complete this course you will have built four things that are yours — not templates, not someone else's plan:

- A working strategic plan built on your compass points and your priorities
- Clarity on your 8 Profitability Keys — your numbers, your baselines, and where to focus first
- Your Ripple Plan — the map of what your business stands for and how it touches the world
- A personalized YOUR WAY framework you can return to at every decision point

© How the Course Is Structured

The Business Growth Project is organized around the Compass Growth Framework — five directions, each with its own focus, its own tools, and its own set of Profitability Keys.

Opening Arc	Welcome + Foundation — orient yourself, calibrate your compass, meet the 8 Profit Keys as both metrics and strategies
NORTH	Leadership & Vision — Compass Leadership in Practice (5 Movements), visioning, values, strategic planning, Ripple Plan
EAST	Marketing & Revenue Growth — the CRC Method + Profit Keys 1–4 as marketing strategies: traffic, opt-ins, buyers, pricing confidence
SOUTH	Operations & Stability — systems, sales process, Key 7 (customer engagements), Key 8 (profit margin & financial clarity)
WEST	Innovation & Offers — offer design YOUR WAY, Key 5 (offer ecosystem), Key 6 (repeat customers & recurring revenue), revenue models, impact strategy
CENTER — YOU	The closing arc — self-leadership, the 5 traits, YOUR WAY commitment exercise, bridge to the Hub





↔ The Two Threads Running Through Everything

Two things run through every section of this course. You'll see them everywhere — and they're there on purpose.

YOUR WAY Thread

Every module ends with a YOUR WAY application prompt — a few questions that make the framework personal to your business.

There's no formula here. No one right answer. These prompts are how you find yours.

"What does this look like in YOUR business?"

Ripple Plan Thread

The Ripple Plan is introduced formally in North (Movement 3) as a named framework. It then surfaces throughout the course as a design question.

Two dimensions: ripple by nature (how your work transforms clients and community) and ripple by strategy (the deliberate impact commitment your business carries).

The full Ripple Plan build is in the Impact Project course.

▶ How to Navigate — YOUR WAY

The suggested path

For most people:

1. Start with the Opening Arc — calibrate your compass first
2. Move through North — vision and leadership set the direction for everything else
3. Work East, West, South in the order that fits your biggest current challenge
4. Close with Center — the closing arc lands differently after doing the work

If something is on fire right now

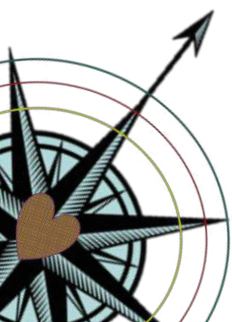
Go there. This is YOUR WAY in action.

If you need more clients → go to East.

If your operations are chaotic → go to South.

If you've lost your why → start with North.

No wrong way to navigate. Your compass, your pace.



How To Use This Course Guide



■ Your Tools

Three signature tools are built into this course. They're not extras — they're how the framework becomes yours.

Strategic Planning App

Six-tab planning tool. Used in the Opening Arc (W2), North (N8), and South (S1). The place where your plan actually gets built.

Profit Keys Calculator

Your baseline numbers and 10% accelerator tool. Introduced in W4. You'll return to this monthly in the Hub — it's how you track what's moving.

The Ripple Plan

Built in North (N3 — Movement 3: The Identity). Your four-ring impact map. A signature deliverable you'll carry through the rest of the course and into the Hub.

◆ This Course & The Hub

The Business Growth Project is the foundation. The Business Growth Hub is where you work it.

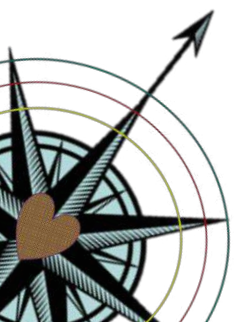
Every month inside the Hub we work a compass point, revisit a Profit Key, and go deeper on one strategy. This course is what you'll come back to when you need to ground yourself. It doesn't expire. Your compass doesn't either.

The course gives you:

- The framework
- The Profit Keys as a system
- Your strategic plan
- Your Ripple Plan
- Your personalized YOUR WAY approach

The Hub gives you:

- Monthly Compass Coaching Call — go deeper on what matters now
- Monthly Connections & Collaboration Call
- Monthly Co-Working Session — get it done together
- Monthly Member Spotlight Interview
- Ask Donna thread — your questions answered
- Monthly Compass Check-In Guide





✉ How to Get Support

Questions about course content	Post in the Ask Donna thread inside the Hub. Tag the module so I know the context.
Stuck on applying something to your business	Bring it to the monthly Compass Coaching Call. That's exactly what it's for.
Technical issues with the course platform	Email support — [support email]. We'll sort it quickly.
Want to go deeper on a topic	Check the Hub resource library — MAPSS, Club Building, and other courses are there for exactly this.
Ready to talk about the Impact Project	The Ripple Impact Project pointer in your bonus resources (B5) has everything you need to start.

Remember: Business growth is a flow. Strengthen one key, and you strengthen them all.

Now it is time....to make it happen!!

Let's get started. Next up is your Compass Self Inventory. It will give you new insights as we get started.

All the best,

Donna

Donna Price
Founder and CEO

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