

The Business Growth Project

COMPASS ROSE LEADERSHIP IN PRACTICE

Movement 2 — The Case | Business Growth Project | Donna Lynn Price

SEGMENT A — PILLARS 1 + 2

The Question Worth Asking

Welcome back. Movement 1 gave you the language. This movement gives you the evidence.

Because I know what some of you are thinking. You resonated with the philosophy. You recognized yourself in the Five Principles. And somewhere in the back of your mind a voice said — but does it actually work? Is this a beautiful idea or a business strategy?

Fair question. Let me answer it directly.

Compass Rose Leadership isn't just more aligned with who you are as a woman and a leader. It is — when practiced consistently — more profitable than the dominator model it replaces. Not eventually. Not theoretically. Measurably, practically, in the real life of your business.

Here's how I know.

Part 1 — The Long Game of Relationships

I want to tell you about a kind of business asset that almost nobody counts.

I have connections — women in my community, in my Facebook group — who I met twenty years ago. We have never done a financial transaction together. In a transactional business model, that makes them worthless. They'd be purged from the list. Written off as freebie seekers.

In Compass Rose Leadership, they're something else entirely.

They're a twenty-year relationship. Nurtured, maintained, kept warm over decades of showing up and being genuine. And here's what I know about twenty-year relationships: when they're ready — when the season of their life aligns with what I offer — they don't shop around. They don't compare prices. They come here. Because I've been here. Consistently. Relationally. Exactly as I am.

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That is lifetime value. Not calculated in one purchase cycle — but in two decades of trust compounding quietly in the background.

The dominator model measures customers by transactions. The Compass model measures relationships by depth and duration. And depth and duration, it turns out, are far more valuable than any single sale.

Pillar 1: Relationships drive lifetime value.

Every genuine connection you build — every woman you serve, every community member you show up for, every person you invest in before they're ready to buy — is equity. It accumulates. It compounds. It converts — in its own time, on its own terms.

Part 2 — The Cost of Drift

I need to tell you something that costs me something to say.

I have drifted. More than once. I have moved away from my values, away from my vision, away from the clear True North of Compass Rose Consulting — chasing other strategies, other businesses, other opportunities that seemed right in the moment and never felt right in my body.

And it cost me. Real money. Thousands of dollars. Time I cannot recover. And something harder to quantify — my reputation. My clarity. My clients' trust in who I was and what I stood for.

Every drift looked reasonable from the outside. A new opportunity. A pivot that made sense on paper. A strategy that someone I respected swore was the answer. But none of it was mine. None of it was aligned with the values at the center of my compass. And the business — and the woman running it — paid the price for that misalignment every single time.

Here is what I learned from the most expensive lessons of my career: your values are not a soft extra. They are the load-bearing structure. When you move away from them — even with the best intentions, even toward something that looks like an opportunity — you introduce a fracture. And fractures cost money.

This is why the Values Workshop is foundational in the Compass Growth Framework — not a warm-up exercise, not a feel-good opener, but the lens through which every goal gets evaluated. Before any goal makes it into your strategic plan, you hold it up and ask: is this in alignment with our values? Before any marketing strategy or tactic gets implemented, the same question applies. Does this reflect who we are? Does this feel like us?

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That question is not a soft filter. It is the most strategic question in your business. It keeps you from spending money you don't have on strategies that don't fit. It keeps you from chasing opportunities that look right on paper and feel wrong in your body. Values alignment is not a philosophy exercise. It is a business decision-making system.

Pillar 2: Values alignment eliminates costly drift.

What does alignment actually protect you from? It protects you from spending money you don't have on strategies that don't fit. From chasing opportunities that look right on paper and feel wrong in your body. From the slow erosion of leading a business that doesn't quite feel like yours anymore.

Every drift I've made looked reasonable from the outside. A new opportunity. A smart pivot. A strategy someone I respected swore was the answer. None of it was mine. And the business paid every time — in money, in time, in energy, and in something harder to name: the quiet cost of not being fully yourself in your own work.

Your values are not a soft filter. They are the most strategic question you can ask before any goal, any tactic, any opportunity crosses your desk: does this reflect who we are? Does this feel like us?

If the answer is no — that's not a preference. That's a warning."

SEGMENT B — PILLARS 3-6

Part 3 — What Your Vision Is Actually For

I want to talk about vision boards.

Most vision boards I've seen are full of things. The new house. The car. The lake house. The vacation to Italy. Travel, freedom, beautiful spaces. I understand the impulse. Those are real desires. And there is nothing wrong with wanting a beautiful life.

But here's what I've learned — and what I now teach — about vision in business:

Those things? The house, the car, the travel? They are outcomes of success. They are not the vision of the business.

When we fill our business vision with the things we want to receive, we reverse the relationship between purpose and profit. We make the business a means to acquire things — and that makes every hard season, every slow month, every difficult client feel like an obstacle between us and what we actually want.

The shift I made — and that I guide my clients through — is this: What are you actually building?

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Not what do you want to receive. What are you creating? What does your business look like at its fullest expression?

When I sit with that question honestly, here is what I see: a thriving community of women business leaders — women collaborating, celebrating, and supporting each other's journeys and growth. Women making a difference in their communities and rippling out their impact into the world in multiple ways. Women confident in their business growth strategy because they are part of the Compass Rose Consulting community.

That vision doesn't need a car in it. Because a woman leading and building from that vision generates the life she wants as a natural outcome of the work she's doing.

That's purpose-driven business. And purpose-driven businesses earn something commodity businesses never can — loyalty that doesn't shop around, pricing that reflects their true value, and client relationships that outlast any single sale.

Pillar 3: Purpose earns premium pricing.

Here's what that means practically. When your business has a clear purpose — not what you want to receive from it, but what you are genuinely building in the world — clients feel that. They're not just buying a service. They're buying into a vision they believe in. And people pay differently for that.

Purpose-driven businesses earn the kind of loyalty that doesn't shop around for a better price. They earn clients who refer without being asked, who stay longer, who forgive the occasional imperfect moment because the relationship runs deeper than the transaction.

Commodity businesses compete on price. Purpose-driven businesses set their own.

When you are clear on what you're building — and your clients can feel that clarity — pricing becomes a reflection of value rather than a negotiation about cost.

That is what purpose earns."

Part 4 — The Other Three Pillars

Let me move through the remaining three pillars — because we'll see each of them lived out in the movements and lessons that follow.

Pillar 4: Collaboration multiplies your reach — for free.

The dominator model hoards — market share, client lists, proprietary methods held close. Compass Rose Leadership shares — referrals, joint ventures, community building, the lifting of other women who lift others in return. Every woman in your network who you've genuinely supported becomes an extension of your reach. Your community is not your net

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worth. It is your marketing strategy, your referral engine, and your amplification system — all built on relationship rather than budget.

Pillar 5: Sustainable leadership sustains revenue.

When you stop white-knuckling a model that was never made for you and start leading the way you were always oriented to lead, you find something remarkable: you have more energy. More creativity. More capacity to serve.

And that shift doesn't stop with you. It extends to everyone in your organization.

Compass Rose Leadership invites a different question about how workplaces are designed — not just what gets produced, but who is producing it and what their whole life looks like. Can you create space for mothers? For fathers? Can you build work schedules that allow people to be present at the school play, at the dinner table, in the moments that matter — without guilt, without the constant performance pressure that says showing up for your family means you're not showing up for your work?

And it extends further still. Compass Rose Leadership is built on a fundamental belief that well-trained, values-aligned people know what they need to do — and can do it without someone watching their every move. The micromanagement model is a dominator model. It says: I don't trust you without oversight. Compass Rose Leadership says: I hired you, I trained you, I trust you. Go. That trust isn't naive — it's built through the Team Charter, the Development Plan, the Growth Conversation. But once it's established, it is given fully.

The dominator model was built by people who had someone else handling the home. Compass Rose Leadership is built by people who ARE the home. Businesses designed for whole humans retain their best people — and sustainable people sustain revenue.

Pillar 6: Community is the business model.

Membership communities — Hub models, inner circles, collaborative containers — are not just delivery mechanisms. They are a matriarchal economic model in action. Resources circulate. Members invest in each other. The community grows its own value over time. Belonging, it turns out, is one of the things people will pay for consistently, reliably, and over the long term.

SEGMENT C — SYNTHESIS + WORKBOOK

Part 5 — Putting It Together

Six pillars. Each one a different dimension of the same truth: the Compass Rose Leadership model is not just more humane. It is more intelligent.

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It builds assets that compound over time — relationships, reputation, community — rather than burning resources to hit quarterly targets.

It makes decisions that stay right over the long arc — not just the ones that look good in the moment.

It generates the kind of client loyalty and word-of-mouth referral that no advertising budget can replicate.

And it sustains the person at the center — you — in a way that keeps the whole thing moving forward.

Compass Rose Leadership is not a compromise between doing good and doing well. It is the proof that they were never in conflict.

Workbook + Action Assignment

Before you move to Movement 3, open your workbook to the Movement 2 section and spend time with these four questions:

- Which of the six pillars resonates most strongly with your current business situation? Why?
- Where have you experienced the cost of drift — from your values, your vision, or your natural way of leading? What did it cost you?
- What is YOUR business vision — not the outcomes you want, but what you are actually building? Describe it in your own words. (Note: we go deep on this in the Visioning Your Business lesson in Section 1. This is your first pass — sketch what you see.)
- Where is your business already operating on the Compass Rose Leadership model — and you just hadn't named it that way?

Action Assignment — Before Movement 3:

1. Complete all four workbook prompts.
2. Complete your Values Alignment Audit — hold your current goals and strategies against your values.
3. Bring your clearest answer to Question 3 into Movement 3. Who you are as a Compass Leader is rooted in what you're building.

Movement 3 is The Identity — where we stop talking about the model and start talking about you.

The business case is made. Movement 3 is next. I'll see you there.