

# INTENTIONAL GROWTH™

## TWO-DAY IN-PERSON BOOT CAMP

MAY 11TH & 12TH // ORLANDO FLORIDA



## VIEW - AND RUN - YOUR COMPANY LIKE A FINANCIAL ASSET

The Intentional Growth™ Boot Camp is based on 5 Principles that help business owners clarify a path to a more valuable business and turn their vision into reality. By teaching business owners & leadership how to view - and run - the company like a financial asset, Ryan helps owners clarify what they want from the business, how companies are valued, how to increase that value, and the variety of ways to transition their role or exit their ownership. After attending this boot camp, audiences will walk away with a new mindset and practical tools to help them enjoy work, create wealth, and make an impact.

"I feel that as a business owner, sometimes I get into a rhythm or maybe a rut and doing things a certain way, almost methodically. The workshop allowed me to intentionally disrupt the rhythm and look at things through a different lens."

Jaime Gmach // CEO, Evolving Solutions

"I think the most concrete business practice that Sara and I adopted was starting to think about our company as a financial asset and realizing we can forecast the business's value into the future. We now understand that the cash flow and equity value are the real metrics behind the health of our company."

Anne Dougherty // Founder & Co-Owner,  
ILLUME Advising

"The Intentional Growth™ workshop was revolutionary. I have more clarity and less anxiety regarding the financial health of my business. I'm so grateful that Ryan has provided me with the education, tools, and knowledge to grow my company's equity value."

Steve Schaffer // Owner, Schaffer Manufacturing



FACILITATED BY:  
**RYAN TANSOM**

Ryan started his entrepreneurial career at his family business where he was the Executive VP and responsible for the strategic, operational, and financial strategy of the \$21 Million company. Ryan helped turn the company around and bring intentional focus to the right strategies which enabled it to be sold for 8 figures in 2014 to a local competitor. Ryan took his experience and founded Arkona to create the Intentional Growth™ Framework which helps owners view – and run – their company like a financial asset through educational training and fractional CFO services. Ryan’s mission is to help entrepreneurs enjoy work, create wealth, and make an impact to make the journey “worth it”.

## BOOT CAMP DETAILS:

- 🕒 **WHAT:** a two-day in-person boot camp that teaches business owners how to view - and run - their company like a financial asset so they can have fun, create wealth, and make an impact.
- 📍 **WHERE & WHEN:** May 11th & 12th at Rollins College 300 E New England Ave, Winter Park, FL, 32789
- 🎫 **TICKETS:** \$4,995 for the first ticket and 50% off additional tickets.
- 🎁 **BONUS:** Includes ongoing access to the online Intentional Growth Academy™  
(71 videos, 9.5+ hours of content, dozens of exercises, and the IG Podcast library)

## WHAT YOU’LL LEARN:

- 🎯 How to gain clarity on what you want from the business long-term, and why.
- 🎯 How to identify a target equity valuation in the future, and the income you want on the way there.
- 🎯 Clarify how you want your leadership role to evolve on the way to your target equity valuation.
- 🎯 Three financial targets to measure and monitor to view - and run - the company like a financial asset
- 🎯 How businesses are valued and the various ways to structure the sale/purchase of a business.
- 🎯 The 5 main exit options (Internal / Acquisition Entrepreneur / ESOPs / Private Equity / Strategics).
- 🎯 How to derisk your cash flow - and increase your multiple - by focusing on 8 functional areas
- 🎯 How to create a financial roadmap that ties where you are today to a future equity valuation target.
- 🎯 How to hire an A-Player team of advisors to help you grow, acquire or exit.