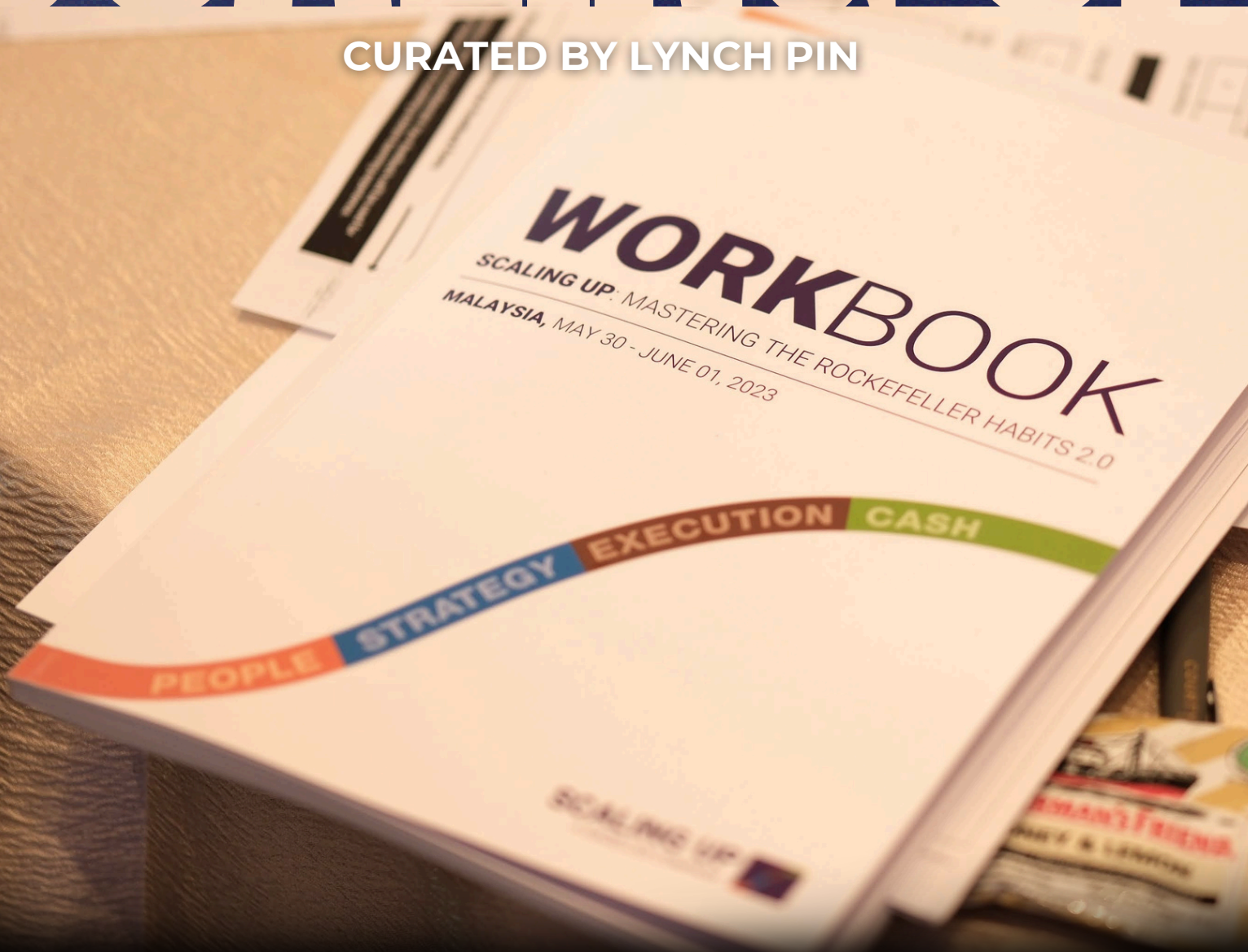




INTRODUCTION TO

SCALING UP

CURATED BY LYNCH PIN



WHAT IS SCALING UP®?

A Practical Framework for Scaling with Discipline

Scaling Up® is a practical and proven business growth framework created by Verne Harnish, founder of Entrepreneurs' Organization (EO) and author of Scaling Up: How a Few Companies Make It... and Why the Rest Don't.

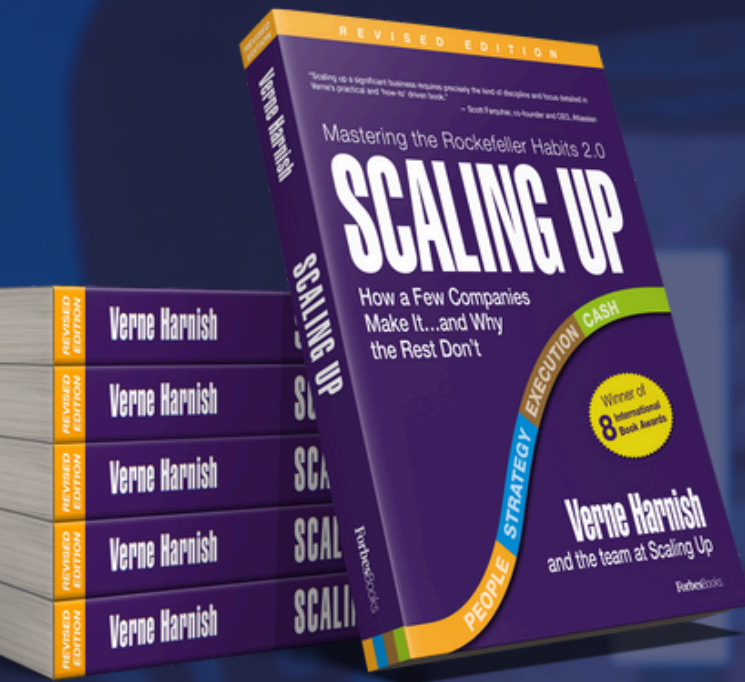
Used by more than 70,000 companies globally, Scaling Up® helps CEOs and leadership teams grow faster and more profitably by reducing complexity and increasing alignment, focus, and execution discipline.

Rather than relying on fragmented initiatives or heroic effort, Scaling Up® provides leaders with:

- A shared language for making critical growth decisions
- Simple, practical tools to align teams
- Disciplined execution rhythms to turn strategy into results

At its core, Scaling Up® enables leadership teams to consistently answer four fundamental questions:

- Do we have the right people in the right roles?
- Do we have a clear and differentiated strategy?
- Are we executing with discipline and visibility?
- Do we have the cash discipline to support sustainable growth?





PEOPLE



STRATEGY



EXECUTION



CASH

THE SCALING UP® FRAMEWORK

The Four Critical Decisions®

At the heart of Scaling Up® are Four Decisions® every leadership team must master as the business grows:

People

Ensure the right people are in the right seats, aligned to values, accountable for results, and capable of leading at the next stage of growth.

Strategy

Clarify who your core customer is, how you win, and what differentiates your business — so effort is focused where it matters most.

Execution

Translate strategy into action through priorities, KPIs, and operating rhythms that drive results without burnout.

Cash

Manage cash deliberately to fund growth, improve margins, and shorten the Cash Conversion Cycle.

Together, these decisions create a shared leadership language and a repeatable way to scale with discipline.

THE SCALING UP ECOSYSTEM AT LYNCH PIN

A Recommended, Flexible Pathway

Lynch Pin delivers Scaling Up® as an integrated ecosystem, supporting leaders from strategic clarity to sustained execution.

Foundation

- Scaling Up® Workshop with Verne Harnish

From there, organizations may choose to:

- Attend the Scaling Up Series for deeper, pillar-specific execution
- Engage a Scaling Up Implementor to work directly with the leadership team
- Become a Lynch Pin Certified Scaling Up Implementor to build internal or professional capability

This pathway is recommended — not mandatory. Organizations may engage based on their priorities, challenges, and stage of growth.

Attend the Scaling Up® Workshop with Verne Harnish



SCALING UP® WORKSHOP WITH VERNE HARNISH

Flagship 2–3 Day Experience (Recommended Starting Point)

The Scaling Up® Workshop is the primary entry point into the ecosystem and is strongly recommended for CEOs, founders and their leadership teams.

Day 1 — Led by Verne Harnish

- Masterclass on the Four Decisions® of People, Strategy, Execution & Cash
- Strategic thinking behind scaling complexity
- Core Scaling Up® principles and tools

Day 2–3 — Led by Scaling Up® Certified Coaches & Implementors

- Apply tools directly to your business
- Define Core Values, BHAG®, and strategic priorities
- Build a practical One-Page Strategic Plan (OPSP)
- Align leaders on execution rhythms and next steps

CEO Dinner with Verne Harnish (Invitation Only)

Selected CEOs and founders may be invited to an exclusive, off-the-record dinner with Verne Harnish as part of the workshop experience. This is a peer-level strategic conversation focused on leadership, growth decisions, execution pressures, and cash realities.

You will leave with:

- A sharpened OPSP
- A 90-day execution roadmap with owners and metrics
- Practical tools to sustain momentum

SCALING UP SERIES & SCALING UP IMPLEMENTORS

Scaling Up Series

Focused workshops led by our Scaling Up Implementors, each aligned to one of the Four Decisions®:

- People — accountability, roles, talent systems
- Strategy — differentiation, positioning, economic engine
- Execution — priorities, KPIs, meeting rhythms
- Cash — pricing, margins, cash conversion

Designed for leadership teams seeking targeted improvement and faster execution.

Engage a Scaling Up Implementor

Organizations may also engage a Scaling Up Implementor to work hands-on with their leadership team — facilitating planning, coaching leaders, and maintaining execution discipline inside the business.

Scaling Up Implementor Program

For leaders and advisors who want to master Scaling Up and act as internal or professional catalysts for execution. Coached and guided by our Scaling Up Certified Coach, Jeremy Han.

Participants learn to:

- Facilitate annual and quarterly planning
- Install execution cadences and dashboards
- Coach leaders through growth and change

SCALING UP GURU

Verne
Harnish



VERNE HARNISH

Verne Harnish is the founder of Scaling Up® and Entrepreneurs' Organization (EO), and the author of the global bestseller *Scaling Up: How a Few Companies Make It... and Why the Rest Don't*. His work has influenced over 70,000 companies globally, across industries and stages of growth. For more than three decades, Verne has worked closely with CEOs and leadership teams around the world, helping them navigate the challenges of growth with clarity, discipline, and execution rigor.



***“Growth brings complexity—
and without discipline,
complexity kills execution.”***

- Verne Harnish

Verne is widely respected for his ability to simplify complexity—equipping leaders with practical tools, shared language, and operating rhythms that turn strategy into consistent results. At Scaling Up® workshops, Verne focuses on strategic clarity and leadership decision-making, setting the foundation for execution and alignment across the organization.

SCALING UP MASTER COACH



JEREMY HAN

Jeremy Han is a **Scaling Up® Certified Coach** who works with CEOs and leadership teams to clarify strategy, sharpen execution priorities, and translate ambition into measurable results. Known for his structured and pragmatic approach, Jeremy helps leaders cut through noise, align decision-making, and focus the organisation on what truly drives growth. His work is grounded in the belief that strategy only creates value when it is clearly understood, decisively chosen, and consistently executed.



***“Growth brings complexity—
and without discipline,
complexity kills execution.”***

- Verne Harnish

In his coaching and facilitation, Jeremy supports leadership teams in sharpening priorities, strengthening accountability, and establishing execution rhythms that drive momentum without adding unnecessary complexity. Through focused conversations and hands-on application of Scaling Up® tools, Jeremy helps organisations move from ambition to action with clarity, alignment, and measurable progress.

OUR SCALING UP IMPLEMENTORS



ANDREW NG

*Andrew is a **Scaling-Up Implementor** who takes a holistic approach to help leaders implement scaling-up strategies. With accredited certifications from the International Coaching Federation and as a Neuro-Linguistic Programming Practitioner, and Andrew's Bachelor of Arts and Sciences degree in Psychology from the University of Sydney further enriches his ability to connect and understand clients on a psychological level.*



***"You Don't Build A Business -
You Build People, then People
Build the Business"***

- Zig Ziglar

Unlock the scaling-up potential of your team with Andrew's guidance. Our psychological assesment tools and strength based coaching will help new managers understand the psychology of their team and align their management with your company's core strategies. Lead with confidence and compassion with Andrew's Workshops.

OUR SCALING UP IMPLEMENTORS

CONSCIOUS CULTURE:
*The Secret to Drama-free Execution
How Teams Become Brilliant Together!*



DEBBIE LOO

Debbie Loo is a **Culture Thought Leader** turned **Scaling Up Implementor** known for helping leadership teams turn strategy into consistent execution by building the right culture, habits, and leadership behaviours. With deep experience working alongside CEOs and senior leaders, Debbie focuses on the often-overlooked truth of execution: strategy does not fail because of ideas — it fails because culture does not support follow-through.



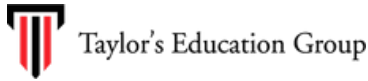
***"Culture is the Shadow
of a Leader"***
- Debbie Loo



Her workshops bridges the gap between clarity at the top and behaviour on the ground, helping organisations create alignment, ownership, and discipline across teams. Debbie specialises in creating the culture of execution required for Scaling Up to work sustainably — beyond planning sessions and leadership offsites. Her approach ensures that Scaling Up is not just understood by leaders — but **lived** by the organisation.

ATTENDED BY 750+ LEADERS

TRUSTED BY LEADERSHIP TEAMS ACROSS INDUSTRIES



LEADERSHIP TEAMS FROM THESE ORGANISATIONS HAVE PARTICIPATED IN OUR SCALING UP WORKSHOPS & ENGAGEMENTS CURATED BY LYNCH PIN. PARTICIPATION DOES NOT IMPLY ENDORSEMENT.



ORE VALUES

PURPOSE

BRAND PROMISES

ARE YOU PLAYING TO WIN?

OR ARE YOU PLAYING NOT TO LOSE



READY TO GET STARTED?

CONTACT US OR HEAD TO OUR WEBSITE TO:

REGISTER FOR THE SCALING UP® WORKSHOP 2026 WITH
VERNE HARNISH
EXPLORE SCALING UP SERIES WORKSHOPS
ENGAGE A SCALING UP IMPLEMENTOR

CONTACT US



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