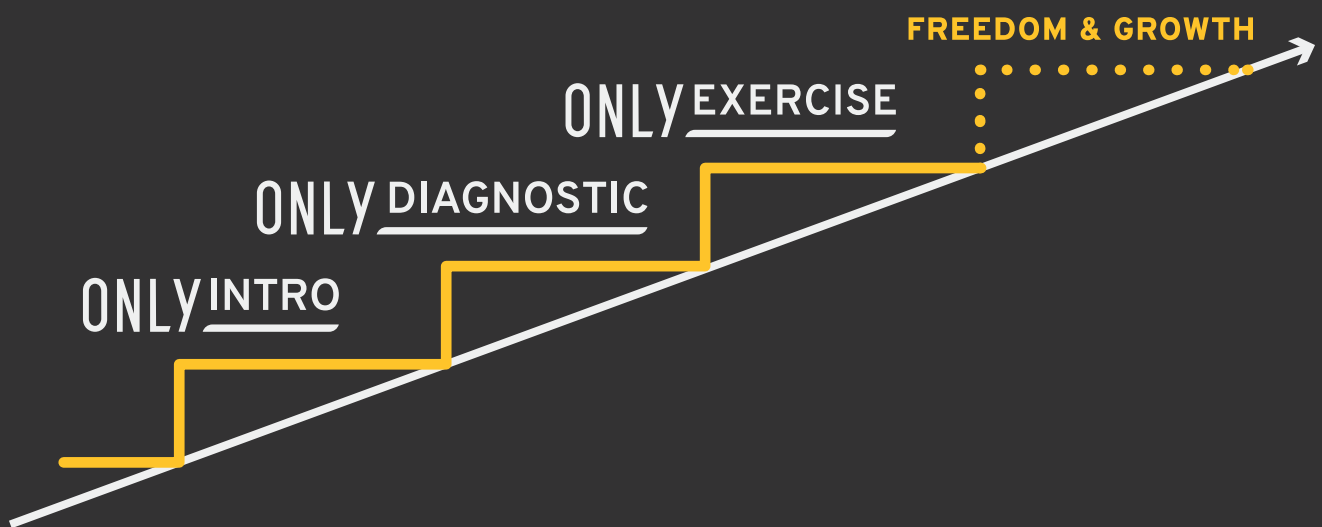


THE INDUSTRIAL LEADER'S
GUIDE TO

ONLY





Only Co. is the creator of the
ONLY BUSINESS TRANSFORMATION SYSTEM™

Only Co.'s expertise is in understanding exactly how
ONLY FOCUS is the antidote to nearly everything leaders
and their teams struggle with.

And how to help you get it.

WHY CUSTOMERS CHOOSE ONLY

THREE THINGS. OR EVERYTHING.



1 URGENCY

"We need to boost recruiting, diversify, deal with succession, buy, sell, grow...the future is here now and if we don't act we're going to be left behind or worse."



2 FRUSTRATION

"It's another year and with too little to show for it: It's like Groundhog Day talking and thinking about the same issues and opportunities over and over without making real headway. Enough is enough!"



3 DESIRE

"Since we're going to work hard anyway, we might as well work on the highest quality challenges we can. That will inspire me the leader as well as my team, and our collective energy and accomplishment will act as a magnet to attract more of the best people and opportunities out there. To me, that seems like the best work experience imaginable."

ONLY:

(adj.) alone in a class or category

Can you imagine your team feeling so great about their work, teammates, and leaders that they are walking recruiters and salespeople?

Can you imagine your team thinking and acting like you, so you don't have to be everywhere doing everything...including those things you truly hate to do?

And how about being a preferred place to work at, or with?

Most leaders can't because they've become so "used to" the way things are that they can't imagine a transformationally better experience or performance.

The key to becoming an **ONLY COMPANY** is transforming your leadership and your business in a way that makes it profoundly obvious **how** you and your team care more and try harder than anyone else.

Leaders who invest in this simple goal gain advantages where their competitors are weak.

An **ONLY LEADER'S** focus on transformation becomes the antidote to nearly everything that industrial business leaders typically struggle with.

Despite being a commodity product, Black Rifle Coffee became magnetic.

The reason is that BRC is about a story that's much greater than *just* coffee. Their provocative veteran-based social posts and blatant love for America are what make them an **ONLY COMPANY**, and it's why millions of customers jumped at the chance to choose them...and the difference is blatantly **obvious**.

Hint: It's not about the coffee, or the steel, dirt, lumber, etc.

AN **ONLY** TRANSFORMATION IS POWERFUL...

- It makes decision-making easier
- It energizes
- It focuses attention
- ...and it gets people telling positive stories about what it's like to work with and for you.

AND THAT TRANSLATES TO:

- Margin growth
- Revenue growth
- Greater ease of recruiting
- Labor productivity
- Higher profit and company value
- Not to mention more personal **FREEDOM**

To gain these incredible advantages you have to overcome the gravitational pull to keep doing what you've been doing, only harder.

At first, this can seem like a daunting task, but the truth is that it's **easier** to pursue an Only transformation than it is to maintain the status quo. Both are hard work, but only one of them is energizing and prosperous.

4 MYTHS ABOUT PURSUING ONLY

1 "WE'RE NOT THAT KIND OF COMPANY, AND I'M NOT THAT KIND OF LEADER..."

Who are you not to be? Who says your company doesn't have the DNA to become a place that's **obviously** doing things different?

We haven't met a leader or business yet that didn't *already* have **ONLY** ingredients, just waiting to be exploited.

2 "I DON'T HAVE TIME"

We understand. The traditional way of managing a business, what almost every other business leader is doing, is a full-time plus task. So who would want more of that?

But an **ONLY** transformation gives you time back. Right now, you're probably wearing too many hats, you have a to-do list as long as your leg, and many on your team are far more paycheck-driven than mission-driven.

Have you ever stopped to question why you are often stretched too thin? And that to-do list, how much of it belongs on someone else's plate? And your team, which makes up 25-50%

plus of your total revenue, how bought in are they?

ONLY companies gain...

- Sharp leadership focus
- Employee Ambassadors
- Better decision making
- Greater performance and fun

3 "THAT WON'T WORK IN MY MARKET"

See #1.

We haven't encountered a business yet that didn't already have **ONLY** ingredients just waiting to be exploited.

4 "IT SOUNDS HARD"

Like anything worthwhile, it takes some time and thinking, but that's where we come in. This is what we do, and we'd love nothing more than to help you.

The truth is that you **can** do this, and the rewards are more than worth the investment.



THE ONLY TRANSFORMATION

Becoming an **ONLY COMPANY** is a personal and team adventure that requires courage.

It requires courage because first, you'll have to take a hard, honest look at where you are and what brought you to this point. But this is the most important part because all progress begins by telling ourselves the truth.

Once you take the leap of faith, you'll begin to see a much bigger future for yourself and your company. You'll start to see a simple truth of life and business; 80% of your results come from 20% of your efforts.

This natural law is true for your time as a leader as well as for your business and your team.

Once you embrace this powerful law, the fog clears, and you realize that if you focus on your vital few, there is **less** to do, not more.

Not only that, an **ONLY TRANSFORMATION** is far more energizing, and the impact is also far greater.

There are many aspects to this adventure, here are some highlights:

FINDING YOUR PERSONAL ONLY

Company culture is the sum of the beliefs of you, your management team and the rest of your employees. When those cultures aren't aligned they can and will stall and reject those logical things you know should be happening.

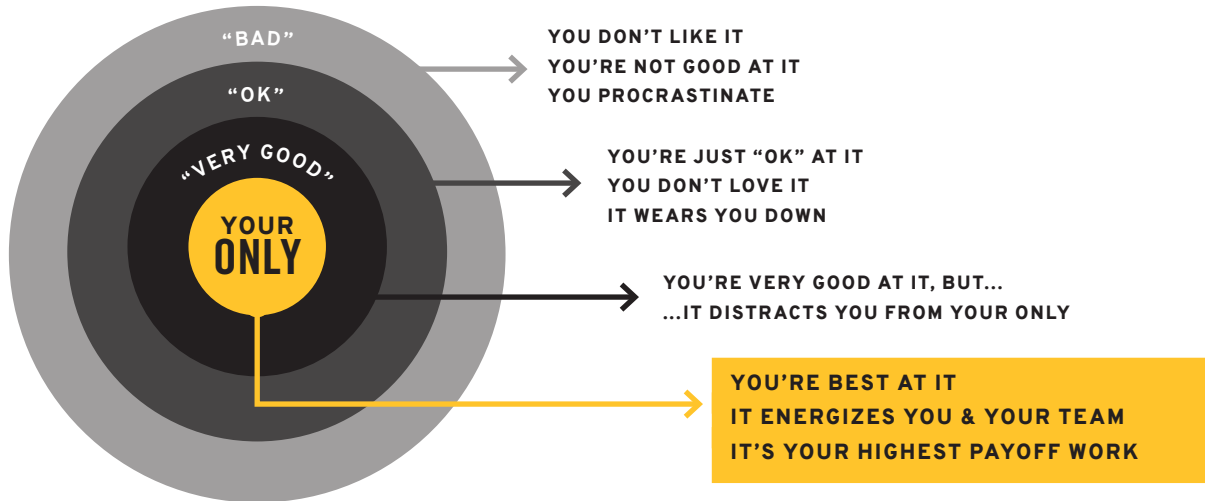
An **ONLY COMPANY** leader must go beyond "good." "Good" is what nearly everyone is already doing, and while "good" can produce a reasonably successful company, "good" comes at a cost.

- It's far harder because "good" effort and focus are not the same as sharp effort and focus
- It doesn't capture nearly enough of the heart of your team or your market
- It creates just enough confusion to cause your team to make suboptimal decisions
- It leaves a lot of profit and freedom on the table

When you find your personal zone of highest performance and dedicate more and more time to it, your team and customers notice, and your focus becomes the "new normal."

Every leader has a center of highest contribution that we call your **ONLY**. It's what you're best at, it energizes you and your team, and it produces the greatest payoff.

LEADERSHIP ONLY CIRCLE

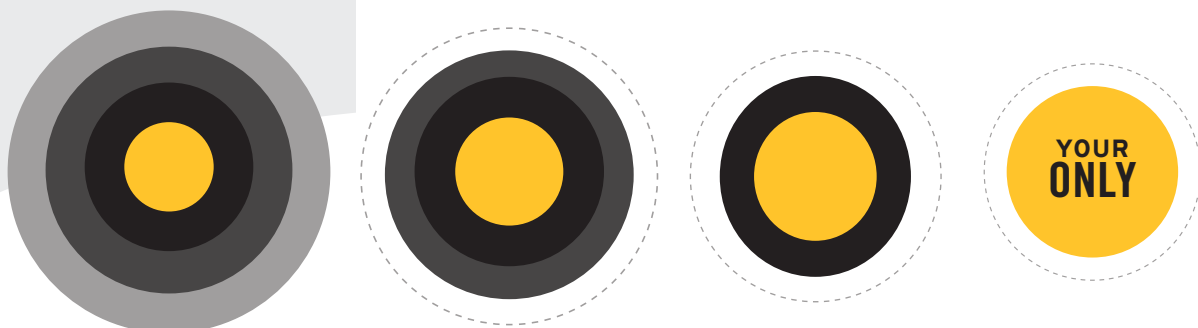


Of course there are other things you can and often do. Things you're very good at, but they distract you from your **ONLY**. And, there are other people for whom that is their only.

Then there are things that you're just "ok" at, you don't love them, and they drain your energy.

And finally, there are things you're plain "bad" at, but you feel like you have to do them.

The leader's **ONLY** journey is about gaining clarity about what those things are and consciously reorganizing your time and your team's responsibilities so you can spend more and more time in your only as you shed everything else.



TIRED &
FRUSTRATED

ONLY LEADER'S JOURNEY

ENERGIZED
& EXCITED

FINDING YOUR COMPANY'S ONLY

What's true for you as an individual is also true for your company.

You have “best” customers, mediocre customers, and the problem children. You could also substitute project types for customers. Either way, **ONLY COMPANIES** get more and more clear where they can make the greatest impact and get paid more for it.

Once this clarity emerges, you and your team can consciously reorganize yourselves, your systems, and your communication to gain more of what you want and continually shed what you don't want. We call this **ONLY SERVICE DESIGN**, and it's a core part of what we can help you do.

TEAM DEVELOPMENT

Every company has good people, but they're not always in the right seat. Being in the wrong seat is draining for them and for you. Yes, there are times when you have to “make do” in the short run, but it makes no sense to make the short run last indefinitely.

We have tools to help you and your team move toward their own personal **ONLY'S** as well.

COMMUNICATION

Business really comes down to coordinating action among people; team and customers alike.

When you listen to stories about truly remarkable companies, you'll see a pattern.

- They found their focus and their purpose
- They transformed their business around those decisions
- ...and they got really good at telling their story.

And that's when you notice that the companies we tell great stories about are also companies that learned how to be great storytellers.

Doing the work to find your and your company's only is important work, but the real gains happen when you learn how to communicate it:

- On your website
- On social
- In a recruitment campaign
- To your customers, and
- To your team

People are hardwired for stories, especially visual stories. Too many companies underinvest in this area because they see it as a “nice to have,” not a “must have.”

The truth is if you don’t tell your bold story, who will?

But when companies **do** invest in their story proudly, it reinforces their culture and instills pride.

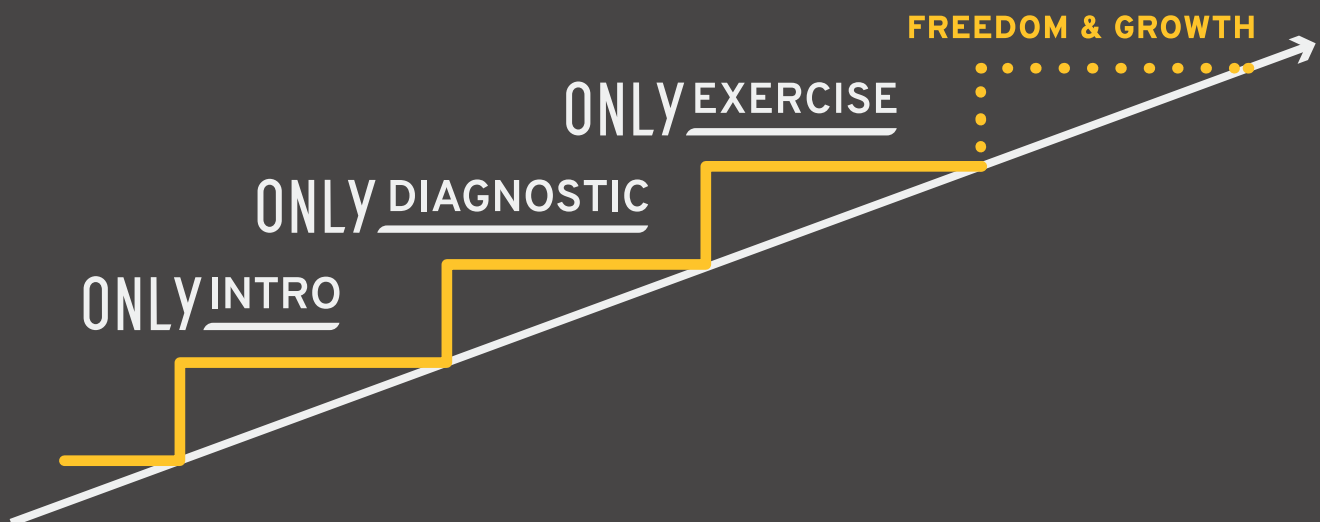
And that greases the skids for sales and recruitment, leadership, team productivity, and more.

A transformational story stands out in the market and causes people to talk about you (translation: word of mouth referrals, *the most powerful marketing there is*).

Your transformational story will also earn more of your team’s hearts and minds, they will naturally get better at seeing the big picture, and their decision-making will improve even when you’re not there.

Over time, you will find yourself having more fun leading a more profitable and valuable company.

THE ONLY TRANSFORMATION PROCESS





STEP ONE

ONLY INTRODUCTION

The first step in our process is the **ONLY INTRODUCTION**.

This is an approximately one-hour meeting or call with an **ONLY COACH** who has walked in your shoes. We have a personal passion for the kinds of business that are the backbone of the American lifestyle.

We know industrial business because we have deep blue-collar roots from commercial fishing, agriculture and manufacturing to construction and ranching. Not to mention what we've learned by helping scores of businesses like yours.

During your **ONLY** introduction, you will get a chance to have a big-picture conversation about you and your business so you can begin to imagine a much bigger future.

Let's face it, it's easy to get dragged into the trenches and to say things like, "One of these days, I've got to really address those nagging issues and opportunities that I never seem to have the time to work on."

You don't have to keep accepting that those things can't change, and that's the whole purpose of the **ONLY LEADERSHIP TRANSFORMATION SYSTEM™**. Our job is to come alongside you, the leader, and help you take your company from good to remarkable.



STEP TWO

ONLY DIAGNOSTIC

***“Measure twice,
cut once.”***

We developed the **ONLY DIAGNOSTIC** several years ago when it became clear that leaping to proposals led to costly course corrections and rework.

The diagnostic has four parts:

PART 1 CURRENT STATE

In this stage, we’re doing a wide exploration of your current situation, scanning 7 areas of your business:

1. Business & Operations Overview
2. Market
3. Current team performance
4. Team gaps
5. Vision & Opportunities
6. Leadership
7. Finance

PART 2 FUTURE STATE

Here we take what we learned in part 1 and explore the future:

- If you had a magic wand, how would you make your future?
- What’s the impact of current challenges?
- What could the impact be if you attacked under-exploited opportunities?
- How much freedom can you stand?

PART 3 HIGH-LEVEL OPTIONS

Now it’s time to present you with a general set of options and look at the math behind them. You establish the value of lost opportunities, inefficiencies, and new opportunities. And together, we explore what that future would mean for you and your company.

PART 4 SCOPE OF WORK

Based on part 3’s results, we present 3 options with specific scopes of work.

At completion, you will own a diagnostic report that many customers have told us was a long overdue self-analysis.



STEP THREE

THE ONLY EXERCISE

After choosing a scope of work, we begin the deeper work of helping you find your **ONLY** focus.

Here we work through a facilitated process that helps establish clarity and purpose behind your message, your target customers, how you're different, and clearly why you are a better choice than your competitors.

This establishes the hill you choose to go after, your bold stroke, and ultimately, your unique point of view on the problem you solve.

“Who do you want to be a hero to?”

This differentiation exercise helps us extract and uncover the necessary nuggets of differentiation that can be used as the bedrock for your unique go-to-market message for your customers, your current team, and future team talent.

It will also help you to lock in things like your company's mission, values, bigger why, and unique point of view.

The **ONLY EXERCISE** is necessary because it's important that we clearly define your authentic story; the story that you want your customers and team to hear and retell. As the old saying goes, “Word of mouth is THE most powerful advertising.”

To get the most from this exercise, we recommend assembling a group that represents a cross-section of your organization. We are always amazed by the insights that can emerge from all corners of the organization.

When we're done with the exercise, we then take what we learn and turn it into a positioning document that becomes a blueprint for the work that comes next.



STEP FOUR

IMPLEMENTATION

Based on what we learned in the **ONLY EXERCISE**, we will begin implementing your custom-designed stepped initiatives. Included with this work is a dedicated **ONLY COACH** and account manager who will work directly with you and your team to get your transformation work done.



ONLY COACHING

POSITIONING GUIDE

STORYTELLING TARGET

POSITIONING TOOLS

GO TO MARKET

REVIEW + AMPLIFICATION

In parallel, your **ONLY COACH** will help you refine your personal **ONLY FOCUS** so you can begin to increase your leadership impact.



STEP FIVE ACTION

Your bigger future is waiting for you. The sooner you decide that you want to improve your work experience and results, the sooner they will become a reality.

Industrial business leaders are a tough bunch. You've probably worked in every part of the business at one time or another, and you're used to wearing a lot of hats and working long hours. That's what's gotten you where you are, but it won't take you to the next level.

“What got you where you are will keep you there.”

Every time we want to level up in life, we have to reinvent ourselves. We have to set our sites on a new, bigger future so we can see what must change to get there.

The power of **ONLY** is real, and it's powerful, but it comes down to leadership and communication.

We're here to come alongside you as a leader and be your sounding board and action accelerator.

Do yourself and your team a huge favor and take the first simple step; greater freedom awaits you



Schedule an ONLY INTRODUCTION
so you can see for yourself that
your future can be much greater
than your past.

ABOUT ONLY CO.

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Our expertise is in understanding exactly how **ONLY FOCUS** is the antidote to nearly everything leaders and their teams struggle with.

And how to get it.



CLAIM YOUR BUSINESS AND
LEADERSHIP **ONLY FOCUS**

ALIGN YOUR IDENTITY,
COMMUNICATIONS,
ACTIONS, AND REWARD
SYSTEMS WITH YOUR
ONLY FOCUS

ENJOY A
TRANSFORMATIONALLY
BIGGER FUTURE

ONLY^{co.}

A BUSINESS BUILDING
COMPANY

theonlyco.com



307.763.1515

info@theonlyco.com