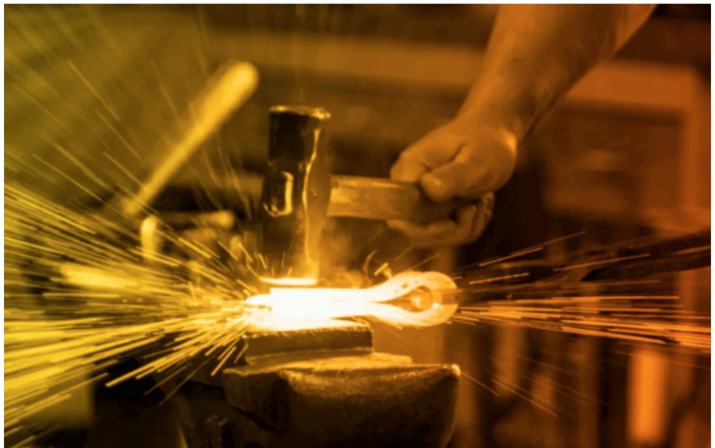

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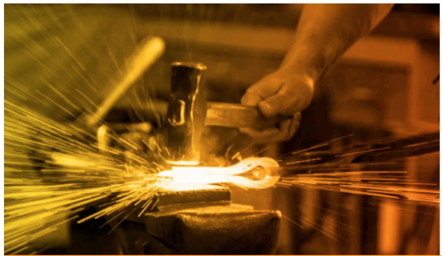
FOUNDERS' GUIDE

Learning to Think Like the Founder of an Extraordinary Company

A Six-Week Strategic Thinking Intensive
for Early-Stage Founders Ready to Break Through
the Early Struggle Plateau.

Extraordinary companies are forged through disciplined thinking and a commitment to creating an Idea of Value customers love, rely on, and can't get anywhere else.



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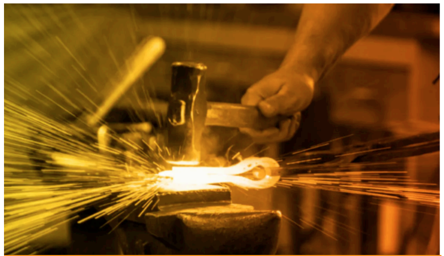
Founders who have engaged in the Founder Thinking Intensive Program typically generate between $1 million and $5 million in annual revenue. They seek expert insight, and guidance to overcome these challenges:

Lack of Strategic Differentiation
Startups and early-stage companies may have a product and customers, but they don't have an idea of value. In crowded markets, without clear relevant differentiation, they're stuck in a price-based battle with little competitive advantage.

Founders often become the bottleneck
Whether it's delegation, team dynamics, or leadership mindset, many early-stage founders get stuck trying to "do it all" at a time when growth demands a different way of thinking and leading a team.

Confusion Over What to Focus On Next
There's often an overload of "what seems important"– new partnerships, product ideas, sales channels, marketing campaigns, team hiring. The list of competing priorities is often long. Procrastination and lack of clarity kills traction and momentum.

Growth Has Stalled on a Plateau
There's an old saying "what got you here, won't get you there." The thinking and decisions a founder makes in a 7-figure business are often not what is required in an 8-figure business.



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"Working with Thomson was immensely valuable. The process provided clarity in multiple facets of our business including high level company direction and motivation, unifying our team. And if you're questioning the monetary investment, it's clear to me now that it will pay for itself multiple times over in minimizing waste from marketing and experimentation."

Frank Dal Bello
Founder / CEO
Haystack Inc.
Saas Hiring Software

OVERVIEW

There comes a point in every founder's early journey when the map runs out and the next move is murky.

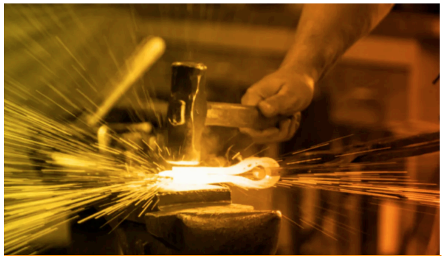
You're building a business. You've found customers. Revenue is solid. Yet somehow opportunities and challenges compete for your attention. Your team looks to you for all the answers, but you're no longer certain which direction creates the greatest leverage for competitive advantage and taking the business beyond the early struggle plateau.

You're not looking for another branding or marketing tactic. You're looking for clarity. The ability to think like the founder of an extraordinary business. The confidence to make focused strategic decisions for what's next. This is where our work together begins.

Over six weeks, we'll work together as thinking partners to examine your business through six essential lenses. Each week you'll receive a structured workbook introducing a strategic model along with guided questions designed to deepen your thinking. You'll complete the exercises independently, allowing space for reflection before we meet for a live strategy session to discuss your insights, ideas, challenge assumptions, and strengthen the strategic decisions that will shape your company's future.

My role isn't to tell you what to do. It's to help you think more clearly about the business you're building. The outcome isn't simply a focused strategy.

It's a certain way of thinking that creates a bigger future.



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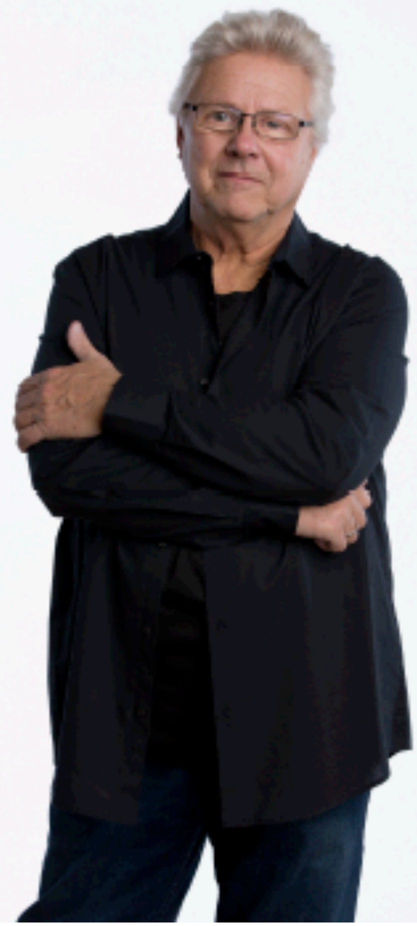
LET THOMSON DAWSON BE YOUR THINKING PARTNER

AN IDEA OF VALUE CUSTOMERS LOVE, CAN'T LIVE WITHOUT AND CAN'T GET FROM ANYBODY ELSE.

Thomson inspires early stage founders and teams to focus on the big pieces – their white hot center, what their business stands for, to whom it matters, and how their desired image and reputation shapes being the customers only choice.

For more than four decades Thomson has helped founders think through the strategic decisions that determine whether a business becomes just another option – or the only choice.



A Six-Week Strategic Thinking Intensive for Early-Stage Founders Ready to Break Through the Early Struggle Plateau.

SEE YOUR BUSINESS CLEARLY

OUTCOME
Diagnose Hidden Bottlenecks

DISCOVER YOUR IDEA OF VALUE

OUTCOME
Align vision, values, and customer relevance.

UNDERSTANDING THE PEOPLE YOU SERVE

OUTCOME
Customer Benefit Hierarchy
Brand Promise

BECOME THE ONLY CHOICE

OUTCOME
Define what makes you irreplaceable

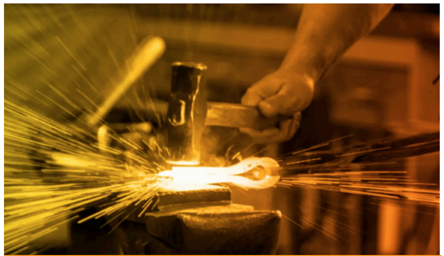
ALIGN YOUR ONE STORY

OUTCOME
Align messages that attract capital, talent, and customers.

90-day ACTION PLAN

OUTCOME
90 Day Action Plan
Key Metrics

Post Review Consultation 90 Days after Program Completion



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"Working with Thomson was the best experience of our startup journey. He masterfully guided us to realize a much bigger vision for our business and our brand. When my partner saw the strategy recommendations for our new brand, all he could say was, "this looks like money!"

Jan Rem
Founder/CEO
Ambrosia Linens Inc
Consumer Products

MODULE ONE

See your business clearly

Before deciding where to go, you need an honest understanding of where you are. Together we'll identify the hidden assumptions, constraints, opportunities and leadership challenges affecting your business today. We'll establish a clear picture of your current circumstances and define what success looks like for your business over the next three years.

What we cover in this session:

Identify the current challenges and roadblocks to progress.

Audit your current positioning and market presence.

Define your 3-Year business goals.

Set your success expectations for our work together.

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"Thomson's experience and creativity helped guide us to a result that we could not be happier with. He helped us discover our direction and purpose had been there all along, we just needed his expertise to help us reveal it."

Pete Houlihan,
Co-Founder & President
Brightformat Inc

MODULE TWO

Discover your Idea of Value

Extraordinary businesses become extraordinary because they stand for something customers can't easily replace. Together we'll uncover the central idea that gives your business meaning, relevance and competitive strength. This becomes the strategic principle guiding all future decisions throughout your organization.

What we cover in this session:

Establish your core Idea of Value as an operating principle that drives every aspect of your business.

Define the four pillars of your Idea of Value.

Define your "battle cry" based on your core Idea of Value.

Define the attributes of your core values determining Your presence and behavior In the marketplace.

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"With our new venture in the wings we were looking for a strategy and identity in the marketplace that would set us up as a step above the rest. Thomson's guidance was spot on for our niche. The strategy for bringing our brand to the world was extraordinary.

Joe Bruzezze
Founder & CEO
Sprigeo LLC
SAAS Technology

MODULE THREE

Understand the people you serve

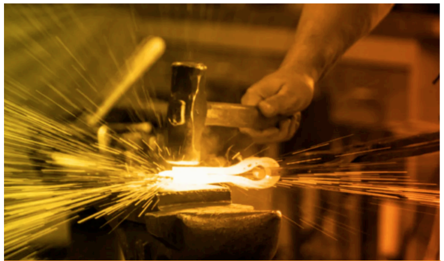
Strengthening your focus on who you serve is an essential component of competitive advantage. This is often an exercise in exclusion rather than inclusion. Having a deep understanding of your target customer their needs, behaviors and how they buy in your category is critical. Businesses don't create value by serving everyone. They create value by deeply understanding the people who matter most.

What we cover in this session:

Establish an overview of the attributes that make up your high value customer: identify their needs (stated or not), insights into their behavior, lifestyle, and what you want them to think/feel/do.

Establish the customer benefit hierarchy–identifying distinguishing attributes in your offer, the functional and emotional benefits customers receive from the attributes of your offer.

Discuss and hypothesize what the "inspirational, self expressive need or desire" higher value customers have that only your business can credibly deliver.



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"Our company needed to re-position our business for the future! Thomson, worked with us to craft a solution that not only was highly marketable, but also something that fit our company culture like a glove. Thomson has an amazing ability to visualize, analyze, watch, listen and ask the right questions."

Jeff Lipis,
Managing Partner
PRJ Consulting
Oracle/ People Soft
Consulting

MODULE FOUR

Become the Only Choice

Essentially your value proposition and strategic positioning offer a compelling answer to the basic question all customers ask "why should I do business with you rather than the available alternatives?" Developing your answer to this fundamental question is the source code for your relevant differentiation and competitive advantage. Customers don't care about your products or your services; they care about achieving their desired outcomes.

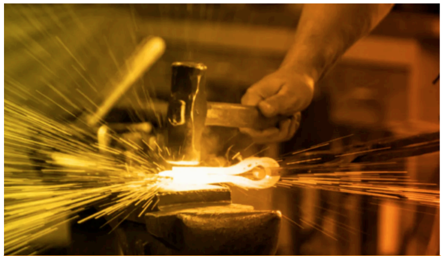
What we cover in this session:

Define the four elements that comprise a strategic positioning.

Define your strategic positioning aligned to the customer journey.

Define your core Idea of Value and the pillars that resonate, differentiate and substantiate.

Create your strategic positioning framework and value proposition.



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Jeff Lipis,
Managing Partner
PRJ Consulting
Oracle/ People Soft
Consulting

MODULE FIVE

Align Your Company Around One Story

Every extraordinary company communicates a consistent story – internally and externally. In this session we strengthen the super structure supporting your strategic messaging pillars, personality, tone and manner of how your business expresses its value in every context and communication channel. We'll clarify the ideas, beliefs and strategic narrative that align your leadership team, employees, customers and partners around one compelling direction.

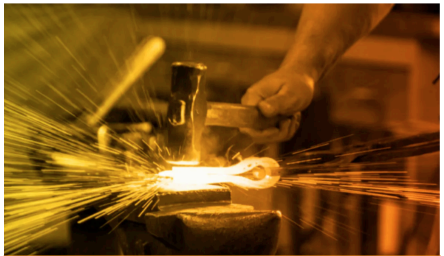
What we cover in this session:

Define the strategic narrative frameworks of your inner and outer story.

Define the archetype personality and attributes aligned to your Idea of Value.

Define the tone of voice in your marketing communications

Define the strategic messaging to key audiences



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"Thomson masterfully guided me through the process of positioning my 22/7 Company. I wanted to go beyond what was generally available. Thomson "got it" and helped me capture my vision and make it happen, He's a rare combination of creative genius and organized strategic planner. "

Terry Tillman
Founder and President
22/7 Company
Management Consulting

MODULE SIX

Turn strategy into disciplined action

Ideas only matter when they influence decisions. We'll convert everything we've learned together into a practical ninety-day execution plan with clear priorities, measurable outcomes and accountability benchmarks.

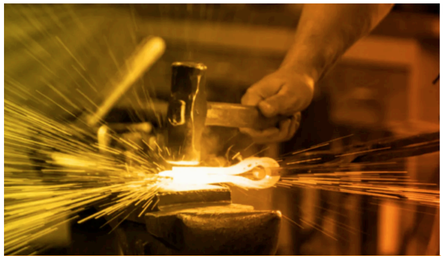
What we cover in this session:

Choose your top 3 strategic priorities/imperatives for the next 90 days.

Set a rhythm for accountability (weekly/monthly rituals for forward momentum).

Define your business scorecard. (How you will measure your progress)

Schedule our post session follow-up review of your progress.



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A Different Kind of Advisory Relationship

The goal of this program isn't to give you the answers. It's to help you ask better questions, think more clearly, and make the strategic decisions only the founder can make. It's an opportunity to step away from the daily demands of running your business and engage in the most valuable work a founder can do...

Thinking.

The quality of your business is ultimately determined by the quality of your thinking. Together we'll strengthen the way you think about the business you're building.

Investment

Learning to Think Like the Founder of an Extraordinary Company: Private One-on-One Strategic Thinking Intensive

$7,500 USD

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Over the past four decades I've worked with founders across diverse industries. I've learned that companies rarely fail because of a lack of effort. More often, they struggle because the founder is trying to solve downstream problems before gaining clarity on the upstream decisions that shape everything else.

Thomson Dawson
Founder / Strategic Thinking Partner
White Hot Center
www.whitehotcenter.com