

THINKIFY ADVISORS

Creativity Meets Critical Thinking

Leadership from Beside: Chief Growth Officer Services For Small- and Medium-Sized Businesses

What does a Chief Growth Officer do?

- Hybrid role that assesses all aspects of a business (vision, leadership, finance, operations, systematics and processes) that are foundational in sustainable, scalable growth. Identifies untapped leverage points in your organization. This is the role of Dr. Leonard “Bones” McCoy to the James T. Kirk characters of the world.
- Complements your leadership team and augments your available resources by being the “bridge” (alignment and translation layer) between the vision and execution. Like a bass player who bridges melody, harmony and rhythm together cohesively, so this role is utilized to unify your diverse teams.
- Provides strategic, balanced counter-perspective beside you at the executive level and becomes the honest place in your business for counsel and accountability
- Helps build your best business, which is effective culturally, efficient operationally, sound financially, and engaging creatively

About the Founder and CEO

Brian Shun is a forward-thinker, equally strong in critical thinking (left-brain) and creativity (right-brain). He has direct experience in diverse industries and business sizes in multiple disciplines, including operations, finance, strategic planning, revenue management, and marketing. Brian has had the privilege in playing a key role in seeing people and businesses succeed, enjoyed and has proven skills in all aspects of what it means to design scalable business solutions, assemble the right team around business ventures, and launch brands.

- Capabilities: Team Leadership, Opportunity Ideation and Identification, Creative Problem Solving, Strategic Planning, Organizational Alignment, Process Improvement, Pro Forma Modeling, Financial Analysis, Revenue Management, Brand Management, Teaching, Administration, Organization
- Clifton StrengthsFinder Top 5 Strengths: Strategic, Learner, Achiever, Focus, and Individualization
- Myers-Briggs Personality Type: ENTJ

What does a great referral look like for Thinkify Advisors?

- Company facing a major inflection point, such as small business becoming a medium-size business, opportunity to expand or diversify, departure of C-suite member, or, family-owned businesses transitioning to the next generation
- Companies where human and technical resources have not received an in-kind upgrade with revenue growth
- Businesses where team members are not fully operating in their core disciplines/highest and best use due to spending an inordinate amount of their time tending to business activities where they lack the skill and/or passion

In conversations with business owners, what words or themes should I tune in on?

- Business reach has exceeded its grasp
- Company vision and purpose are subverted by tyranny of the urgent
- Current business processes, systems, and human capabilities are breaking and cannot support the future state of the business
- Business is operating and making key decisions from a place of comfort and tradition versus a place of courage and truth

*If you know a business owner or individual who might fit this profile,
I would sincerely appreciate a chance to connect with them,
share stories, and see if we can benefit one another. Thank you!*

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