



Your Part-time Business Partner

Working With Sam Shoe As Your Part-time Business Partner

Here is what a Typical Engagement with Sam Shoemaker Looks Like as a Part-Time Business Partner

Engaging Sam Shoemaker as a Part-Time Business Partner brings structure, strategic insight, and actionable implementation to your business. Here's an overview of what to expect from the onboarding process, meetings, and implementation work using Pat Lencioni's "Death By Meeting" framework.

Onboarding Process

- 1. Initial Consultation**
 - Discuss your business needs, challenges, and goals.
 - Outline the scope of engagement and key areas of focus.
 - Set initial expectations and timelines.
- 2. Business Assessment**
 - Conduct a thorough review of your business operations, financial health, marketing strategies, and team dynamics.
 - Identify strengths, weaknesses, opportunities, and threats (SWOT analysis).
- 3. Strategic Planning Session**
 - Develop a strategic plan that includes clear goals, key metrics, and actionable items.
 - Align the strategic plan with your long-term vision and immediate priorities.

Meeting Framework

Using Pat Lencioni's "Death By Meeting" framework, the engagement with Sam includes four types of meetings:

- 1. Daily/Regular Check-in (5-10 minutes)**
 - **Purpose:** Share daily activities to ensure clarity and alignment.
 - **Format:** Each team member shares their key activities for the day (1 minute per person).
 - **Keys to Success:**
 - Keep it short and administrative.
 - Set a fixed time and place; never cancel it.

2. **Weekly/Bi-Weekly Tactical (45-90 minutes)**
 - **Purpose:** Resolve tactical issues and align team priorities.
 - **Format:** Lightning round updates, progress review, and a real-time agenda.
 - **Keys to Success:**
 - Don't set the agenda in advance.
 - Stick to tactical issues.
3. **Monthly/Ad-hoc Strategic (2-4 hours)**
 - **Purpose:** Deep dive into critical issues for long-term success.
 - **Format:** 10-minute hook, mining for conflict, and resolving issues.
 - **Keys to Success:**
 - Focus on 1-2 key topics.
 - Prepare and research in advance.
 - Embrace constructive conflict.
4. **Quarterly Off-site Review (1-2 days)**
 - **Purpose:** Step back to holistically review strategic direction.
 - **Format:** Review strategy, executive team, key personnel, trends, and environment.
 - **Keys to Success:**
 - Conduct the meeting away from the office (but not necessarily out of town).
 - Limit social activities; focus on work.
 - Avoid lengthy presentations; maintain flexible structure.

Implementation Work

1. **Integration**
 - Sam integrates into the specific areas where you need help, collaborating closely with you and your team.
2. **Goal Setting and Planning**
 - Develop clear goals, key metrics, and a strategic plan.
 - Ensure alignment and commitment from all team members.
3. **Delegation and Execution**
 - Delegate actionable items across the team.
 - Sam takes responsibility for implementing his tasks and driving progress.
4. **Accountability and Follow-Up**
 - Regular check-ins and progress reviews to ensure accountability.
 - Address any issues promptly to keep the team on track.
5. **Well-being and Balance**
 - Sam monitors the owner's spiritual, mental, relational, and physical well-being.
 - Provides strategies to avoid burnout and maintain healthy relationships.
 - Encourages balance in duties as a husband, father, and Christian brother.

Recommendations

“I highly recommend meeting with Sam. He has been blessed with a great heart and mind for business and career strategy. He has made me think hard, refocus, and look at things from different perspectives for growth professionally, personally, and spiritually. I'm grateful for his advice and accountability, and I highly recommend him as a trustworthy consultant.”

~ Penn T., *Career Coaching - Gap, PA*

“Sam has incredible insight. He knows how to ask the right questions that provokes you to think about things in a way you haven't before. He is able to tunnel past what some perceive as the problem and help you discover what is truly the issue.”

~ Vinnie D., *Organizational Health Consultant - Mount Joy, PA*

“Sam's intentional, relational coaching style helps me feel safe and heard. His combination of clear strategy and unique questions allows me to deeply ponder important facets of my business without triggering defensiveness.”

~ Nancy M., *Mental Health Practice - Manheim, PA*

“I highly recommend Sam as a business consultant. His strategic insights have led to significant growth and clarity in my business goals. If you are looking to elevate your business to the next level, you can count on Sam.”

~ Len B., *Financial Services - Lancaster, PA*

“Sam is a thoughtful listener with a deep well of strategic knowledge for business and personal growth. Coaching sessions with him always provide a fresh perspective and a refined vision for any problems or opportunities I'm facing. If you need a coach who will truly understand you and your business - and how the two interact - Sam is the one for you.”

~ Russel C., *Career Coaching - Lititz, PA*

“Receiving coaching from Sam was just what our small business needed! We were discouraged and overwhelmed by all there was to learn about running a successful business and didn't know where to start. Sam has helped us prioritize, develop systems of accountability, get organized and learn what areas we need to be putting out time and energy into to become more profitable. His insight has been so valuable to our small construction company and his encouragement has been motivating through seasons of discouragement. We've been following his advice and our seeing improvement in our leads, sales and customer relations.”

~ Lindsey S., *Remodeling Company - Ephrata, PA*

"I've worked with Sam for over 5 years. He is one of the most amiable and creative people I know. His attention to detail and creative processes provide a meta-narrative of customer profile and interaction with our business. In addition, he has developed a phenomenal team over the years by integrating gifts and skills seamlessly to produce a well-oiled machine. We are fortunate to work with Sam and utilize his knowledge and expertise to enhance our web, email marketing, SEO, and overall brand presence. I am grateful for Sam and the opportunities he provides his clients and team."

~ Phil T., Outdoor Adventure Company - Stevens, PA

"I've worked with Sam for over 7 years as our Creative Services Manager, leading creative strategy for our clients as well as organizing our branding, web design, and content development projects. Sam had a knack for getting to know the heart and essence of our clients businesses and finding creative ways to present that to their target audience in a way to inspire action.

He also has a high appreciation for process and results, which is critical to ensuring that investments in marketing are truly resulting in a measurable return.

Sam was also key to the growth of our internal team, playing an instrumental role in helping to codify our core values, define our company culture, support internal process improvements, and helping to build and manage our creative team. "

~ Carl L., Digital Marketing Agency - Lancaster, PA

It has been a pleasure working with Samuel over the past several years! He is an exceptionally talented and creative professional. He has significantly contributed to the growth and success of our Non-Profit organization!"

~ Amy E., Local Non-Profit Board Member - Lancaster, PA

"It's been a privilege and honor to have the opportunity to work with Sam. He's a creative force and an all-around good guy. Sam's expertise and continual pushing of boundaries of what you can do in video and marketing are unparalleled. His focus on driving sales is evident in the results he delivers.

Sam is dedicated to helping clients achieve their goals, evidenced by his ability to help businesses make more money by improving how many people click, view, and buy through their

websites, content, and videos. It's my privilege to recommend Sam to anyone looking for an expert who can deliver real results and exceed expectations.”

~ Scott R., Former Employee - Marketing Agency - Lititz, PA

"I had the pleasure of working with Sam early in our careers and then again later at my current agency. Over the years, I witnessed his remarkable talent, skills, and leadership. We collaborated daily on various projects across multiple industries, and the work his team produced under his supervision was consistently outstanding. He was also an excellent leader and mentor to those who worked with him. His commitment to achieving client goals was evident in his passionate drive for their success. Sam was someone I greatly enjoyed learning from and working with. I had complete trust in his ability to lead his creative team whenever we collaborated."

~ Jen L., Former Coworker - Marketing Agency - Lancaster, PA