



MEET CHRISTINA HAXTON

Christina Haxton is a Business Coach at VIP Business Coaching and the Founder and CEO of The Center for Sustainable Strategies. Christina is a nationally recognized author, speaker and thought leader on the topic of disruptive yet practical approaches to strategic execution, leadership development and organizational change. She has over 20 years of experience as a credentialed executive & business coach, strategic advisor (and former marriage and family therapist) supporting closely held, small to mid-market enterprises, family-owned businesses & business partnerships.

Christina specializes in developing essential leadership skills for visionary founder/CEOs of fast-growth companies whose executives and leadership teams are responsible for sustainable results.

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MORE MONEY

2x Cash Flow
3x Industry Average Profitability
10x Valuation

MORE TIME

Reduce by 80% the time
it takes to manage the
business.

MORE FUN

Support to speed the
process and take the load
off the leadership team.

	ELITE	EMPOWER	EXECUTIVE	HOURLY
	Full Integration & Support of Entire Leadership Team to Scale Up Company	Entire Leadership Team 1:1 Personalized Coaching	Meeting Based Coaching to Implement Success	1:1 Personalized Coaching
Coaching Expertise using VIP Process	✓	✓	✓	✓
VIP Tools	✓	✓	✓	
Scaling Up Growth Tools	✓	✓	✓	
Comprehensive Baseline Assessment	✓	✓	✓	
Team Session	✓	✓	✓	
Vision Session	✓	✓	✓	
Strategy Session	✓	✓	✓	
Quarterly Planning Meetings	✓	✓	✓	
Annual Planning Meeting	✓	✓	✓	
CEO/COO Phone/Text a Friend	✓	✓	✓	
1:1 Coaching with Leadership Team Members	✓	✓		
Periodic Financial Analysis	✓	✓		
VIP Software Solutions	✓			
The Growth Institute	✓			
VIP Business Capital - M&A Advisory, Exit Planning, Strategic Capital	Contract	Contract	Contract	
CFO / Controller / Bookkeeper Service / Chief of Staff	Fee	Fee	Fee	Fee
Contract	Annual	Annual	Annual	Pay as you go

BASELINE

- Priorities
- Assessment
- Financials
- Leadership Team

TEAM

- Trust
- Team Contract
- Talent Assessment
- Org. Chart +

VISION

- Core Values
- Purpose
- The Big Goal (BHAG™)
- 3-5 Year Priorities
- Brand Promises

STRATEGY

- 7 Strata of Strategy

QUARTERLY PLANNING (1 DAY)

- 4Q
- Cash Flow / Profit
- Rocks / Theme
- Implement Tools
- Key Discussions
- Team Building

ANNUAL PLANNING (2 DAY)

- Vision
- SWT
- Strategy (Pivot)
- Annual Goals
- Rocks / Theme
- Key Discussions
- Team Building
- Celebration