

STABILITY WITH BUILDING A MULTI-DIVISIONAL COMPANY

3 SECRETS TO BUILDING MULTIPLE
DIVISIONS

CURT JANZEN

Curt Janzen CEO, Beyond Group



With a passion to invent solutions to big problems and a love to galvanize people, Curt, and his business partner Kevin, have been able to build Beyond year over year since 2006.

Beyond started as an owner/operator company and is now on a march to 125 people with healthy financials.

He has a love for creating memories with his family while building into the lives of his team.

Email: curt@beyondgroup.ca

Phone Number: +1 (403) 554-1411

SPFA Antitrust Policy

"Our policy is to comply with all federal, state and local laws, including the antitrust laws. It is expected that all company member representatives involved in SPFA activities and SPFA staff will be sensitive to the unique legal issues involving trade associations and, accordingly, will take all measures necessary to comply with U.S. antitrust laws and similar foreign competition laws."

It is a per se violation of the federal antitrust laws for competitors to agree on prices, limitation of supplies, allocation of customers or territory, or boycotts. "Per se" means that no legal defense can be used to mitigate this automatic violation.

Even an agreement by competitors that is for the good of society and our industry may be a violation of the antitrust laws if it could affect competition.

If a topic of antitrust concern is raised at any time during a meeting, note your objection for the record. If the topic continues to be discussed, you should leave the room immediately and contact SPFA's general counsel and your company's attorney for further guidance.

Ensure that every SPFA meeting, where members are present, has an agenda, the agenda is followed, and minutes are kept by SPFA staff of the proceedings.

Understanding and acting on the requirements of U.S. and foreign antitrust and competition laws sometimes can be difficult. If you have a question about the propriety of activities or discussions in SPFA, you are encouraged immediately to contact your company's legal counsel and SPFA management.

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An Entrepreneur's Story



Not A Spray Foam Company, A System

This is a Mindset shift that changes how you think about everything.

We had to think about the most important things, how to systematize them and then duplicate them. Today's presentation are going to uncover the 3 big things.

The People, the Culture and the Process



3 Secrets To Building Multiple Divisions

Secret 1: The People

Pick a path with the people...
School of hard knocks
vs.
Hire the expert



3 Secrets To Building Multiple Divisions

Secret 1: The People, Continued

Hiring standards:

1. Understand the ideal candidate and build a profile before you build an ad
2. Know your values and stick with it. Advertise to who you really want on your team
3. **DON'T LET YOUR BRAND AND YOUR CORE VALUES EVER MISALIGN**



3 Secrets To Building Multiple Divisions

Secret 2: The Culture

Build your culture of that chap's your ass more than anything and live the opposite

Create a personal WHY and live it out

Create a corporate WHY and repeat it till the world is sick of hearing it

Beyond:

- Catches people doing good
- Shoutouts
- 360 reviews
- Career meetings
- GSR's
- Book Club
- Plans amazing events
- Has gift cards ready
- Uses org chart for communication
- SWAG
- Social Media
- Financial freedom course
- Celebrates wins
- Divisional events
- Continued education
- Leadership Development 1:1's



3 Secrets To Building Multiple Divisions

Secret 3: The Process

1. Skills and Training Plans
2. Financial Planning and Reporting
3. Marketing and Sales Philosophies and Strategies



Secret 3: The Process

Skills and Training

- Recruiting top talent
- Professional Interviewing
- Onboarding
- EX1 (employee experience 1st)
- Effective team meetings
- Safety Program
- Managing stress
- Leading situationally training
- GSR's
- Accountability training
- Building SOP's
- 360 Reviews
- Customer Journey



Secret 3: The Process

Financial

- Employee Agreements
- Cash Flow management
- Bonus Structure
- Budgeting
- Financial Reviews
- Master Business Plan
- Tech Stack
- CORE retreats



Secret 3: The Process

Sales and Marketing

Analyzing Market Strategy and Plans

Pricing Strategy

Sales Process

Professional Selling

Sales Coaching

Sales funnel stuff

Training of team

Marketing playbook

Professional Networking

AI Website Chatbot???



Any Questions?

Contact Curt Janzen

Email: curt@beyondgroup.ca

Cell: 403-554-1411

Instagram: [@beyondgroupyc](https://www.instagram.com/beyondgroupyc) (follow us so Jesse can get his bonus)

Facebook: [@Beyondfoam](https://www.facebook.com/Beyondfoam)



What AI thinks
spray foam looks like...

