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**FROM SUCCESS  
TO SIGNIFICANCE!**

**ICE**  
**INNER CIRCLE**  
ENTREPRENEUR



A woman in a business suit is looking through a telescope, standing on a ledge against a cloudy sky. The image is overlaid with a large blue circle containing the text.

**WHERE DO YOU  
SEE YOURSELF  
TEN YEARS FROM  
THIS MOMENT?**

# + INNER CIRCLE ENTREPRENEUR

What keeps you up at night? You're a business owner who knows you are capable of a profound breakthrough, but you just can't figure out what is limiting you. You don't know why your team is unengaged, unmotivated and so far behind you – how can you motivate them and communicate your vision? You have no one to talk to who understands the issues that come with your chosen life as an entrepreneur, and you have no idea where your business is going to be in ten years. If this describes the turmoil inside your head, you need Inner Circle Entrepreneur. Geared toward high-achieving entrepreneurs, ICE helps you discover how to lead your company.

## What is ICE?

Why are you an entrepreneur? You want to succeed, but you want more than that: you want the significance and fulfilment that comes from living a full life focused on others.

ICE can make that possible for you. ICE is a group of highly successful entrepreneurs on a path of discovery and reinvention of themselves and their businesses. We use live workshops, coaching from experienced mentors and interaction with like-minded entrepreneurs to push each other to the rarified air of the most successful entrepreneurs in the country.

We're not just about theory, though. The commitment that ICE requires guarantees that you will see results. If you practically apply our principles by putting in the work, the possibilities are endless.

## The Three CEOs

ICE helps successful entrepreneurs find the next level of success by leading them through a series of strategic principles based on the teachings of Dr. Nido Qubein, entrepreneur extraordinaire and president of High Point University.

These principles fall into three categories we call the Three CEOs:

Chief Executive Officer – Focuses on executive leadership, management and entrepreneurship

Client Experience Officer – Focuses on value interpretation for clients and how to build and execute an outstanding experience

Culture Experience Officer – Focuses on creating the vision, values and principles on which you want your team to base every action.

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ICE has been invaluable as it has helped me improve as a person, as a leader and as a visionary. All other coaching experiences I have had have helped me to improve my performance within my business; ICE has forced me to think beyond the boundaries of my traditional Financial Practice to create an experience for my clients that is beyond anything I could have come up with previous to joining ICE.”

-Dan Gamm



# + ICE ELITE BENEFITS

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## Live Workshops

Each year, you'll attend two 2-day live workshops with interactive presentations, discussions and live mastermind groups to help with your challenges. You'll build community with fellow entrepreneurs as you dig deep into the highs and lows of your business and your life. Sessions are held at High Point University and other varying locations.

## Think Tank

You'll gather for a one-day brainstorming session about what's working and not working in your business. You'll get valuable input from experienced ICE leaders and from your fellow entrepreneurs.

## Virtual Mastermind Group

Your periodic mastermind group will provide immediate feedback to challenges you face as a business owner. You will help provide solutions for others, and everyone will commit to specific actions before the next meeting.

## Access Coaching

As a member of ICE Elite, you'll get 10 one-on-one coaching sessions a year with coaches who achieved great success as entrepreneurs. They have been where you are and know how to take you where you want to go.

## Quarterly Webinars

Tune in once a quarter for interactive webinars which focus on implementing specific aspects of ICE principles.

## Monthly Resources

ICE Elite members receive regular emails pointing them to current entrepreneurial resources, ideas and articles, along with occasional mailings of valuable information.

# + SUCCESS STORIES

## Bob Bonfiglio

Bob didn't have a plan for managing staff growth or integrating systems with his business partner. Without a set marketing plan and with few influential relationships, acquiring new clients proved difficult. He also had inconsistent pricing and wasn't charging enough for his services. After Bob began applying principles taught in ICE, he made progress in all of these areas, most notably in his service fees:



**141%** growth

Thanks to ICE principles, Bob's service fees increased when he developed consistent pricing and began charging what his services were actually worth.

## Greg Mullaney

Greg was in a business partnership with a family member who had a different vision for their company. After he became an owner, he felt like he was spending money he didn't have and he had no staff to lessen his responsibilities. He was also new to his area, so he had no local presence or marketing plan. When Greg began integrating ICE principles into his daily work, his income exploded:



**+300%** income

When Greg could focus on his own business, hire the right staff and develop a thorough marketing plan, the results showed in the amount of revenue he brought into the company.

## David Mazzetti

Dave didn't have a business plan and his staff was unsure of the business' guiding values because their roles and responsibilities weren't clear. He didn't consistently evaluate business opportunities, had an inconsistent cash flow and lacked a cohesive marketing plan. When Dave developed values, roles and responsibilities and put an integrated marketing plan into place – as taught by ICE – his client list shot up:



**+296%** clients

Dave began attracting many more of the right kind of clients when he built a system to ask for referrals from his best clients.

# + MEET OUR TEAM

These are the mentors, coaches and entrepreneurs who will lead your journey of entrepreneurial discovery.

## Dr. Nido Qubein

*Inspiration*

Dr. Nido Qubein is President of High Point University, Chairman of Great Harvest Bread Company, a Board Member of BB&T and a coach to thousands of successful entrepreneurs. His entrepreneurial principles form the foundation of ICE.



## Travis Chaney

*Founder*

Travis Chaney is the CEO of Dynamic Directions, a coaching and consulting business, where he has coached clients to places on the Barron's Top 1,200 Financial Advisors list and the Barron's Top 100 Female Advisors list.



## Zach Gerbarg, MD

*Founder*

Dr. Zach Gerbarg served as COO of a 240-physician practice with 1,600 employees and 180,000 patients. He also founded his own health care consulting firm and helped sell a medical services business for more than \$350 million.



## Greg DeHaan

*Coach*

A serial entrepreneur, Greg DeHaan has been starting and running business for more than 27 years. He co-founded the largest home building company in the state of Michigan, which now exceeds \$150 million per year in sales.





# + CONTACT US

ICE is not right for everyone – it only works for entrepreneurs who are committed to being the best of the best.

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If you're not ready for the level of commitment it takes to get to the top, you're doing the right thing but not getting in over your head. If, however, you want to launch yourself to the next level of success and significance, visit [www.innercircleleader.com](http://www.innercircleleader.com) and submit your application to begin the due diligence process.

We will be in touch to discuss next steps soon after we receive your application. To start the process or just find out more information, get in touch today!



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