



Digital Transformation = Headaches (Maybe)

Secrets to a successful transformation.



be best in
of view.
Promise
declarative
will be do
something

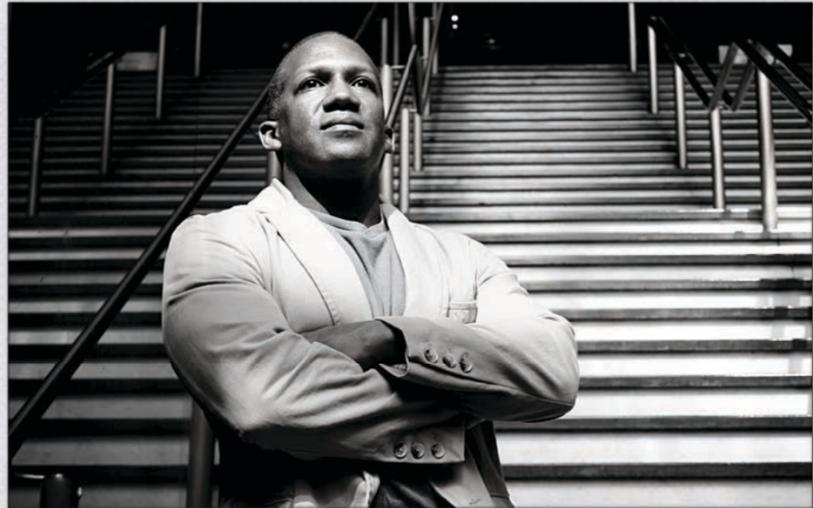
Guide you toward:

Delighting your customers

Improving efficiencies

Gaining real competitive advantages

Sleeping better...zzzzz



Visionary Entrepreneur



Leadership Team



Juggler

What do you want
to learn today?

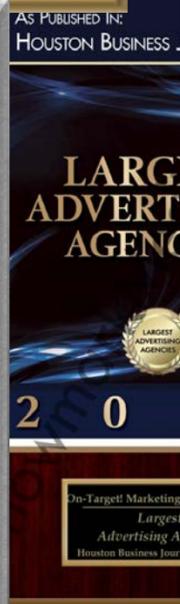
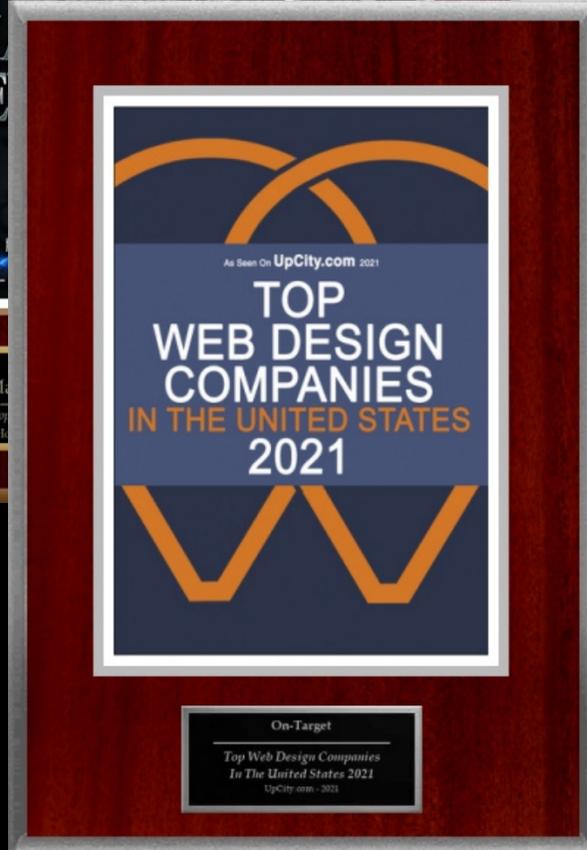
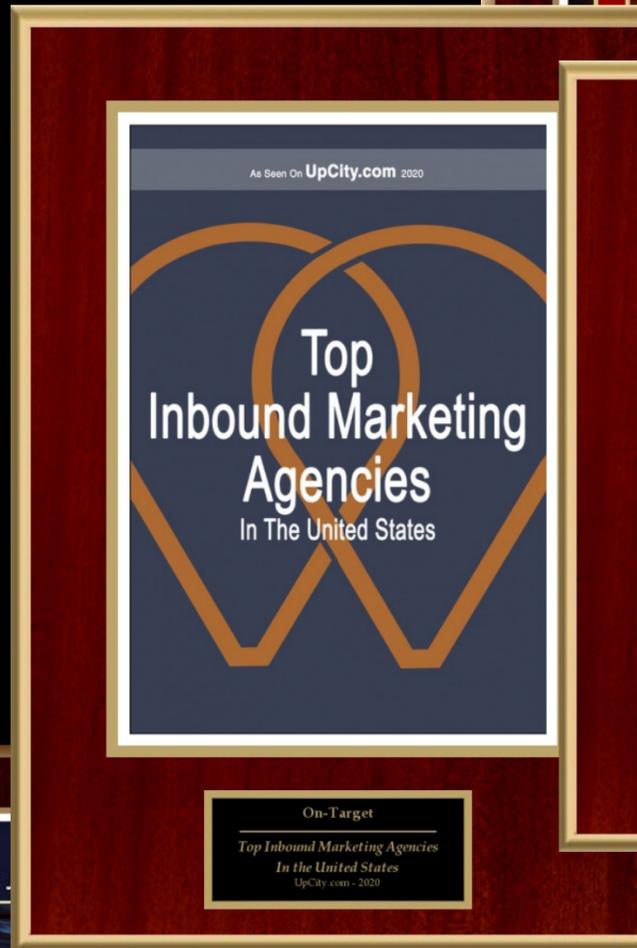


What do you want to learn today?

Top 5 most common responses

- What will digital transformation mean for my business?
- What tools will help us get on the right track?
- What are warning signs that we're headed for failure?
- How can we get our team onboard?
- How much is all this going to cost?





On-Target! Marketing & Advertising
Top Digital Marketing Agencies
In The United States 2021
UpCity.com - 2021

On-Target
Top Inbound Marketing Agencies
In The United States
UpCity.com - 2020

On-Target
Top Digital Marketing Companies
In The USA
goodfirms.co - 2021

On-Target! Marketing & Advertising
Top Email Marketing Agencies
in the United States
UpCity.com - 2020

On-Target
Top Web Design Companies
In The United States 2021
UpCity.com - 2021

On-Target!
Top Advertising Agencies
In The United States
clutch.co - 2021

On-Target! Marketing & Advertising
Largest Advertising Agencies
Houston Business Journal

On-Target!
Largest Web Design & Development Companies
Houston Business Journal - April 2013

On-Target! Marketing & Advertising
Largest Advertising Agencies
Houston Business Journal
August 2014

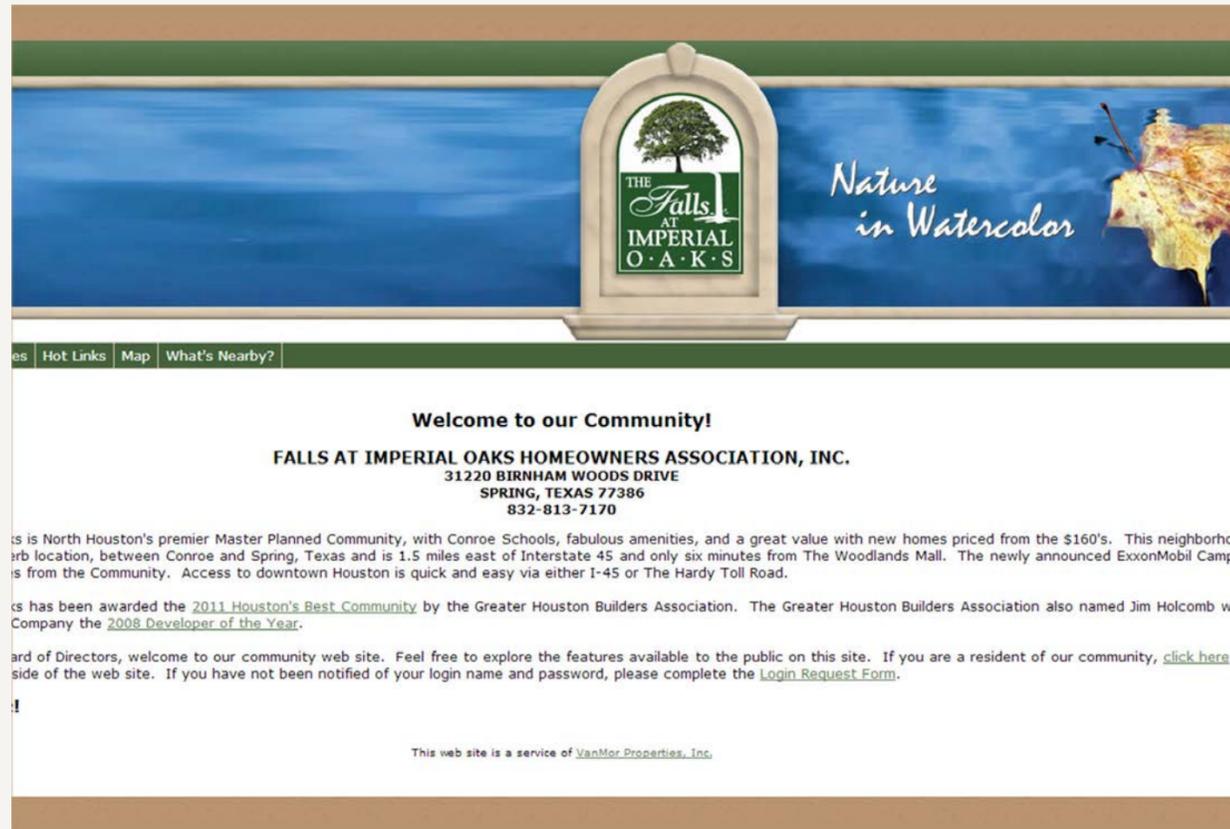
On-Target
Top Creative Agencies
In The United States
UpCity.com - 2020

On-Target!
Top Advertising Agencies
In The United States
clutch.co - 2021

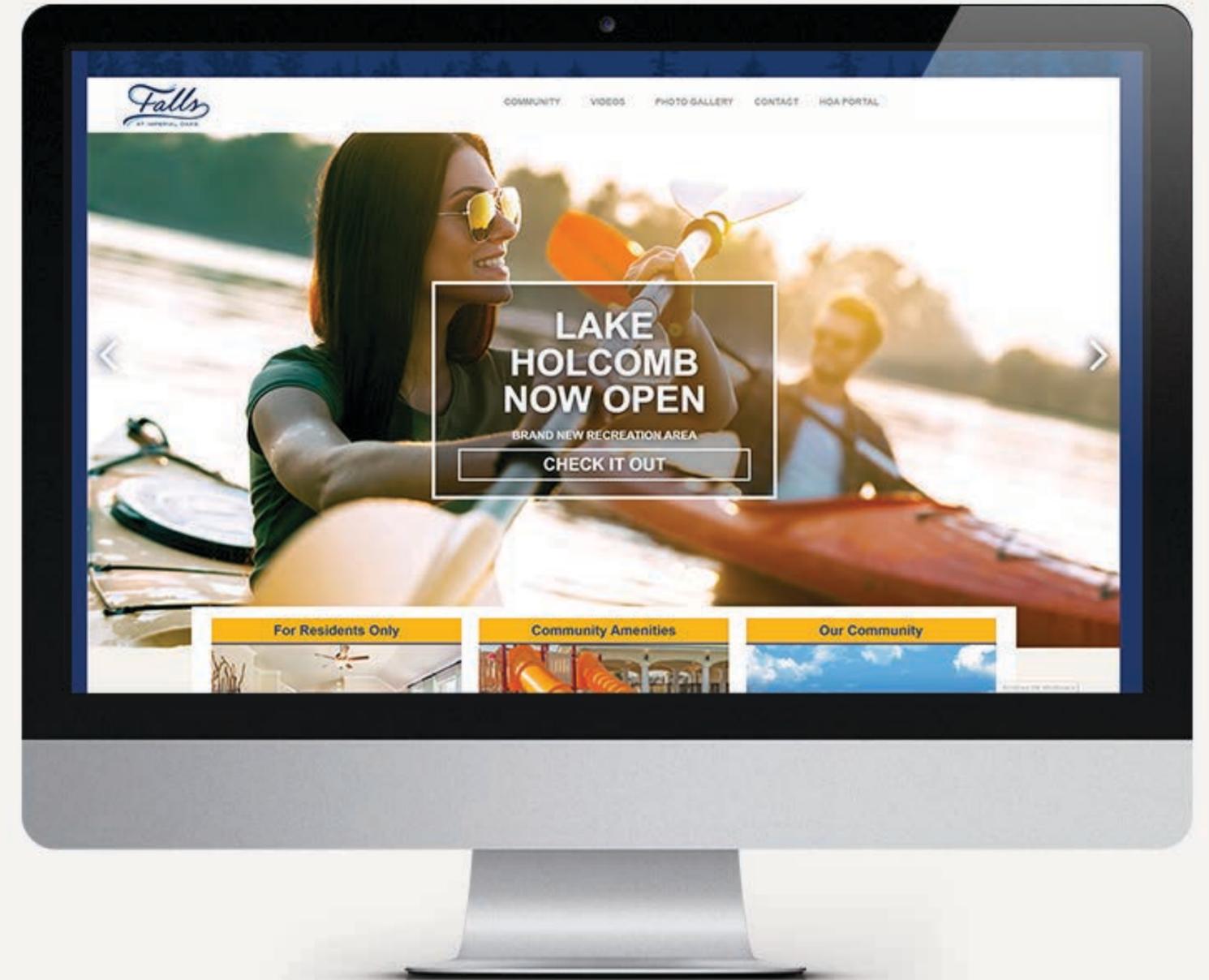
2 0 1 3

On-Target! Marketing & Advertising
Largest Advertising Agencies
Houston Business Journal - Aug 2013

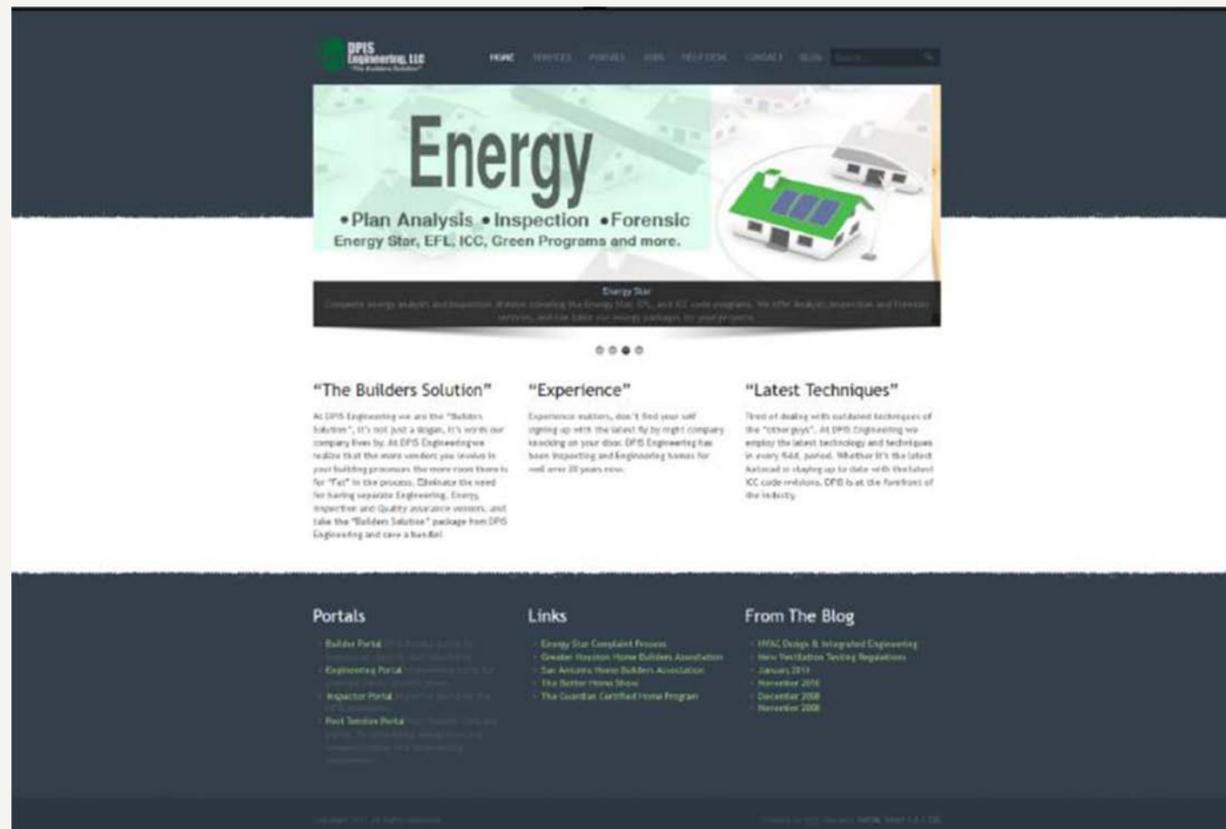
Before



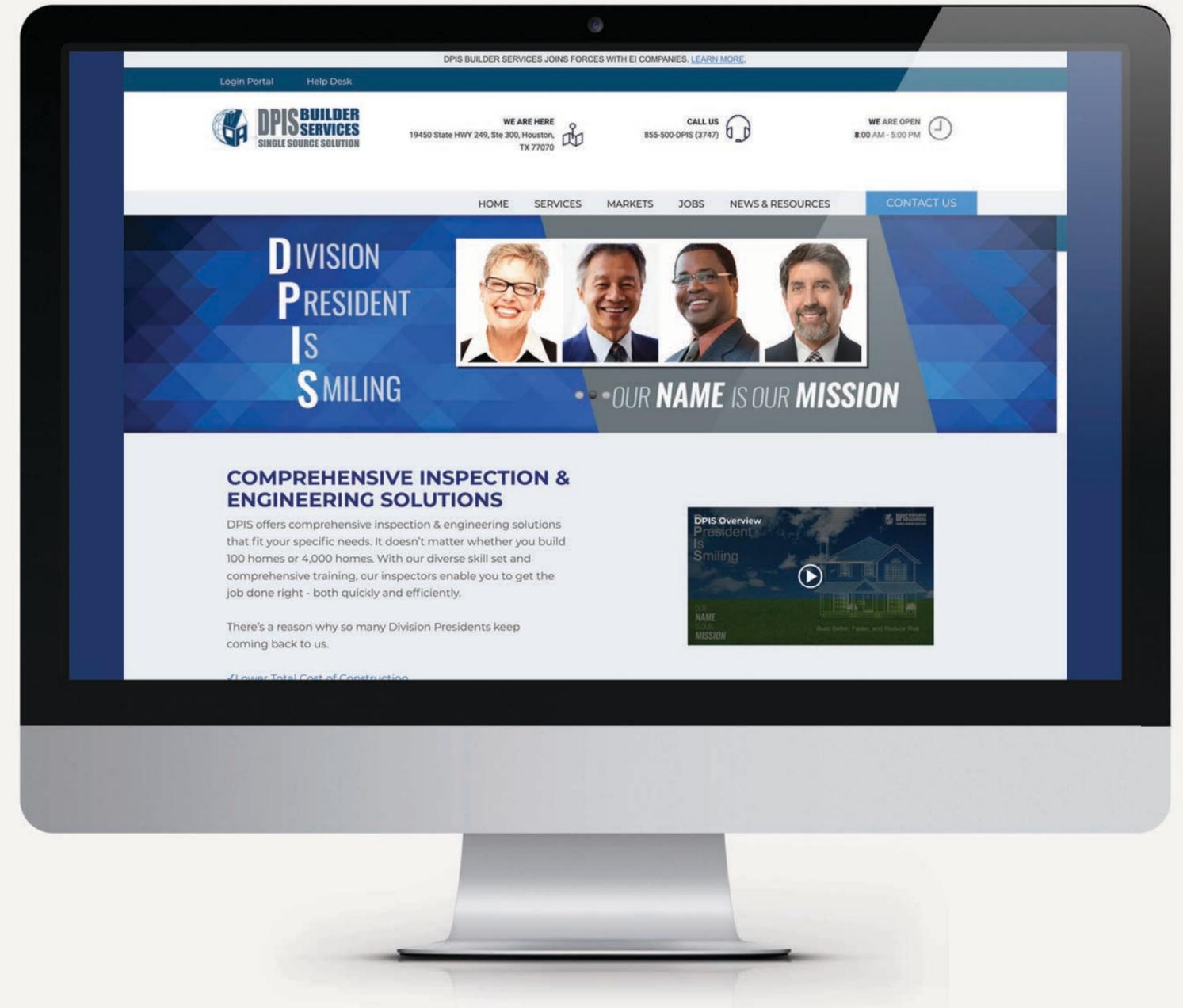
After



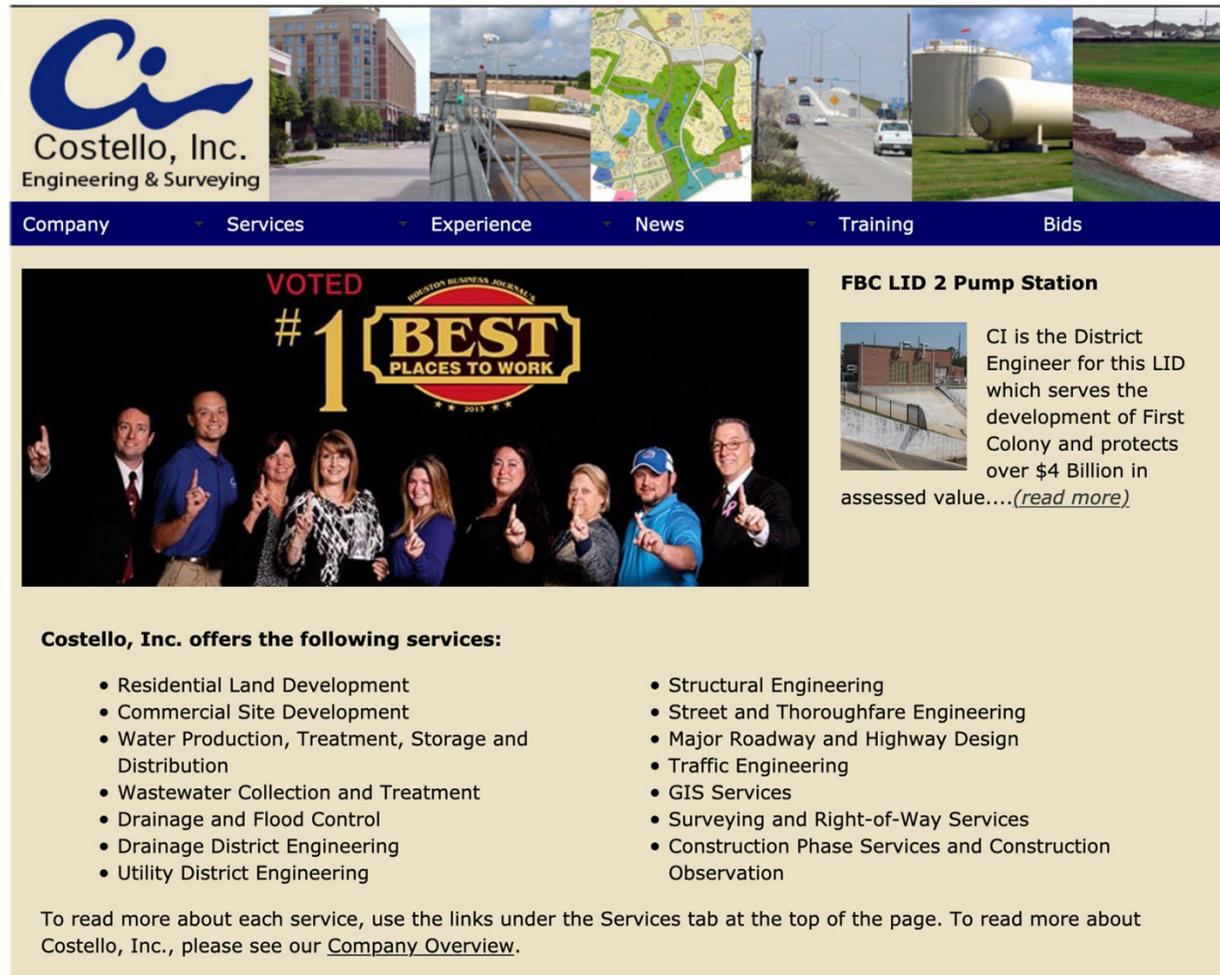
Before



After



Before



The screenshot shows a website with a yellow and blue color scheme. The header features the Costello, Inc. logo and a navigation menu with items: Company, Services, Experience, News, Training, and Bids. Below the header is a large banner image of a group of employees. To the right of the banner is a section titled "FBC LID 2 Pump Station" with a small image of a pump station and a paragraph of text. Below the banner is a section titled "Costello, Inc. offers the following services:" followed by two columns of bulleted service items.

Costello, Inc.
Engineering & Surveying

Company Services Experience News Training Bids

VOTED #1 BEST PLACES TO WORK

FBC LID 2 Pump Station

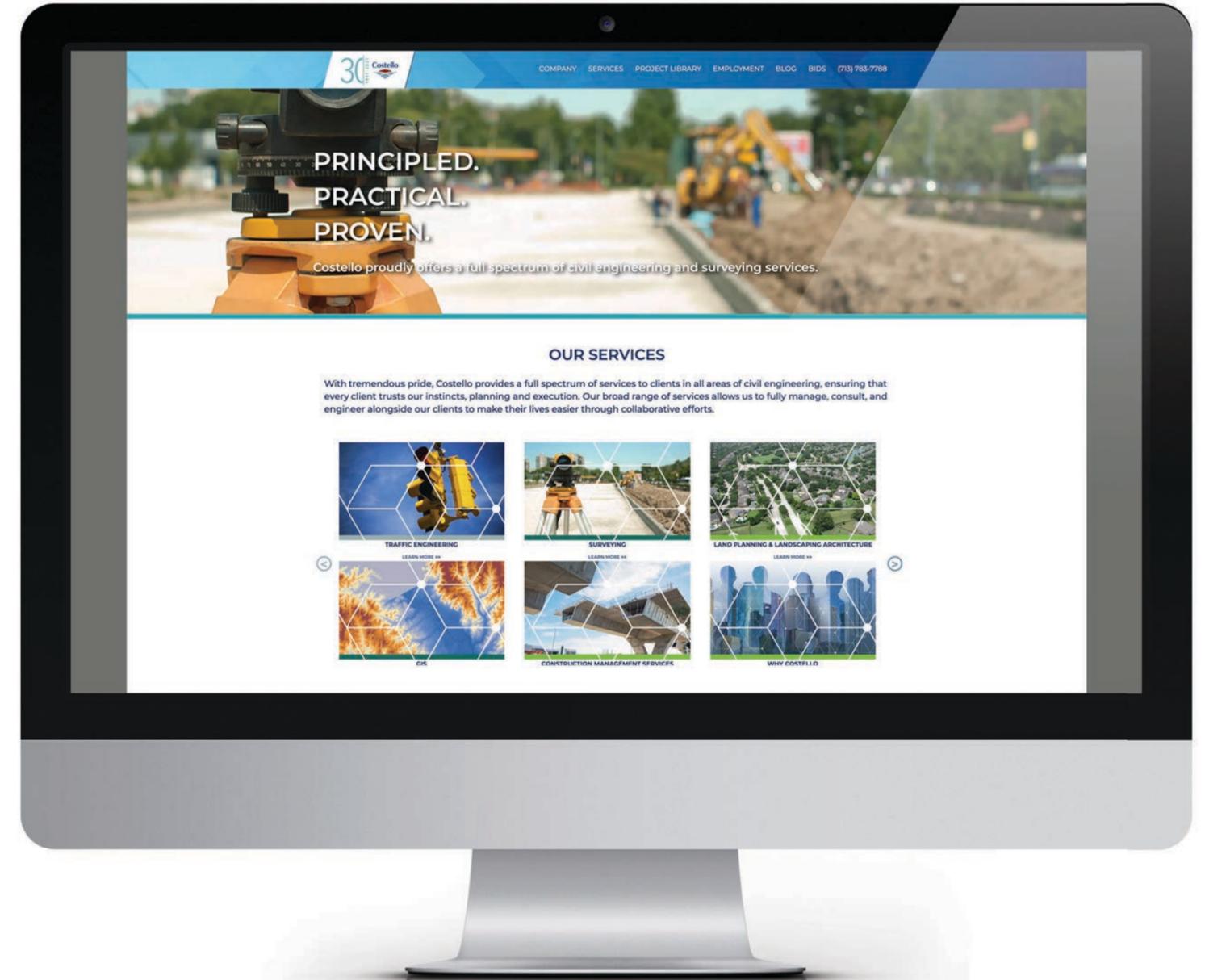
CI is the District Engineer for this LID which serves the development of First Colony and protects over \$4 Billion in assessed value....[\(read more\)](#)

Costello, Inc. offers the following services:

- Residential Land Development
- Commercial Site Development
- Water Production, Treatment, Storage and Distribution
- Wastewater Collection and Treatment
- Drainage and Flood Control
- Drainage District Engineering
- Utility District Engineering
- Structural Engineering
- Street and Thoroughfare Engineering
- Major Roadway and Highway Design
- Traffic Engineering
- GIS Services
- Surveying and Right-of-Way Services
- Construction Phase Services and Construction Observation

To read more about each service, use the links under the Services tab at the top of the page. To read more about Costello, Inc., please see our [Company Overview](#).

After



The screenshot shows a modern website design on a computer monitor. The header is blue with the Costello logo and navigation links: COMPANY, SERVICES, PROJECT LIBRARY, EMPLOYMENT, BLOG, BIDS, (713) 783-7788. The main banner features a surveying instrument and the text "PRINCIPLED. PRACTICAL. PROVEN." followed by a sub-headline. Below the banner is a section titled "OUR SERVICES" with a paragraph of text and a grid of six service categories, each with a representative image and a "LEARN MORE" link.

30 Costello

COMPANY SERVICES PROJECT LIBRARY EMPLOYMENT BLOG BIDS (713) 783-7788

PRINCIPLED. PRACTICAL. PROVEN.

Costello proudly offers a full spectrum of civil engineering and surveying services.

OUR SERVICES

With tremendous pride, Costello provides a full spectrum of services to clients in all areas of civil engineering, ensuring that every client trusts our instincts, planning and execution. Our broad range of services allows us to fully manage, consult, and engineer alongside our clients to make their lives easier through collaborative efforts.

- TRAFFIC ENGINEERING
- SURVEYING
- LAND PLANNING & LANDSCAPING ARCHITECTURE
- CONSTRUCTION MANAGEMENT SERVICES
- WHY COSTELLO

Before

Siding At Its Maximum

For those builders who expect the best



Designed for maximum performance in extreme climates

- **MAXIMUM** Performance Unsurpassed 50 Year Warranty
- **MAXIMUM** Durability Primed on all sides and edges
- **MAXIMUM** Beauty Stained or painted

Fire Resistant / Insect Resistant / Moisture Resistant

• Plank • Panel • Shingle • Trim • Soffit • Vented Soffit

www.maxitile.com | info@maxitile.com
Maxitile, Inc. 849 East Sandhill Avenue, Carson CA 90746. Phone: 310 217 0316, 800 338 8453. Fax: 310 515 6851.



After



Twenty-eight choices never looked so good.

BEAUTY THAT LASTS

allura
PLYCEM

Make 'em look twice at your modern exterior.

CONFIDENCE THAT LASTS

allura
Plycem

Weathering a storm can be a beautiful thing.

BUILT TO LAST

allura
PLYCEM

To Serve is Divine.

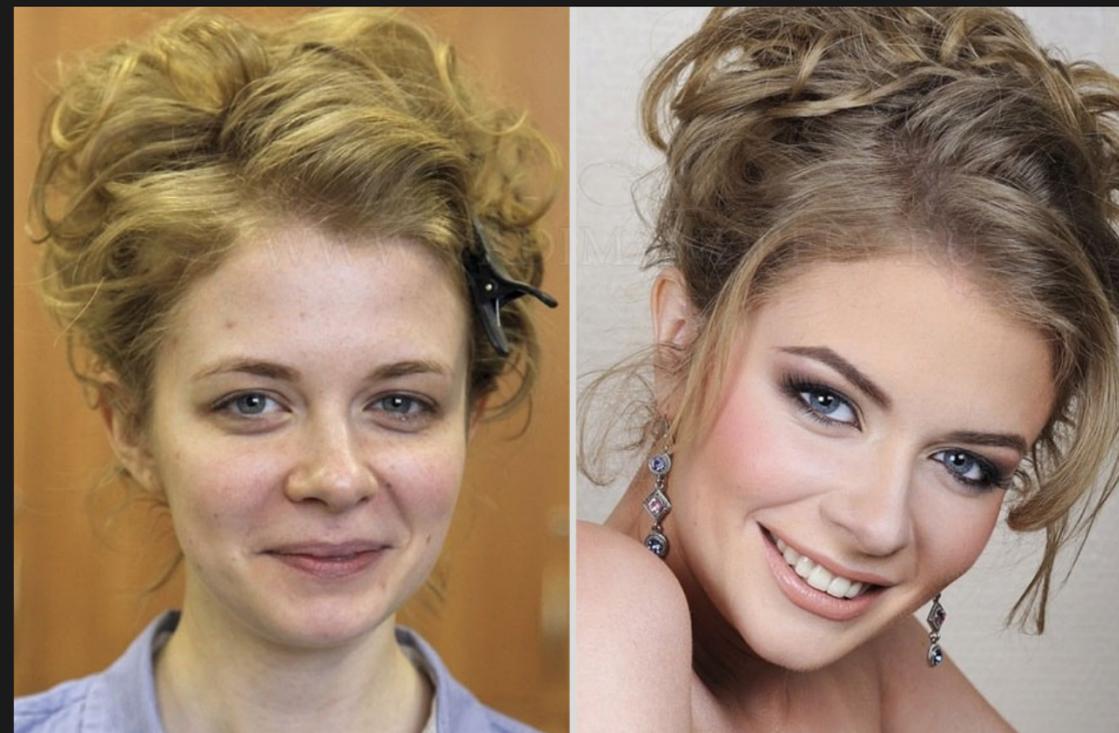
DIVINE TREATMENT AT LAST

allura
PLYCEM

glamour shots



glamour shots



Come, look your best...and capture it.



unless...

*glamour
shots
gone
wrong*



*glamour
shots
gone
wrong*



*glamour
shots
gone
very
wrong*





2012 our role changed



MAY 2018



NOV 2017



MAR 2017



SEP 2016



APR 2016





4Q 2019

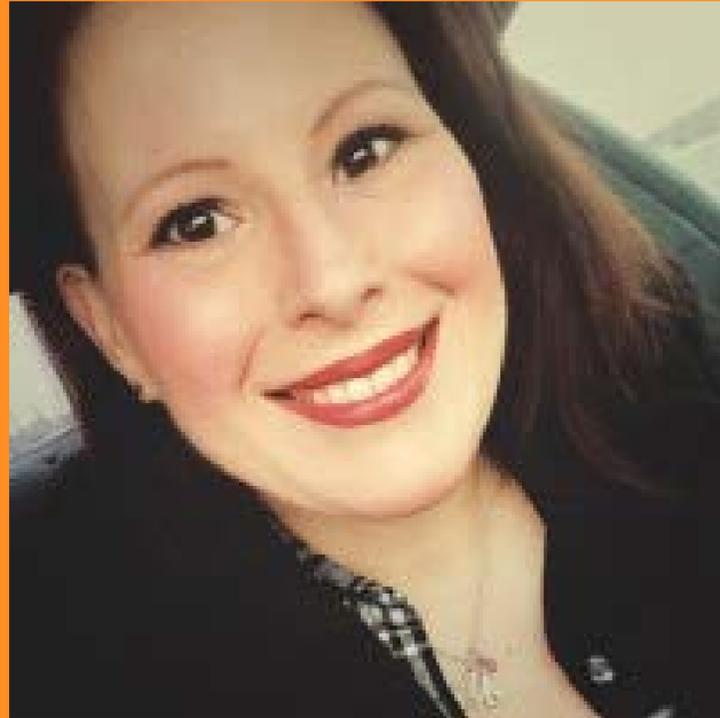
On-Target!

#1 HubSpot Implementer



behavioral insights





Marlene Satterwhite
Creative Designer

**"That shit looks awesome, but is
it going to make shit happen?"**

-Scott Steiner (Not the wrestler)



vision:

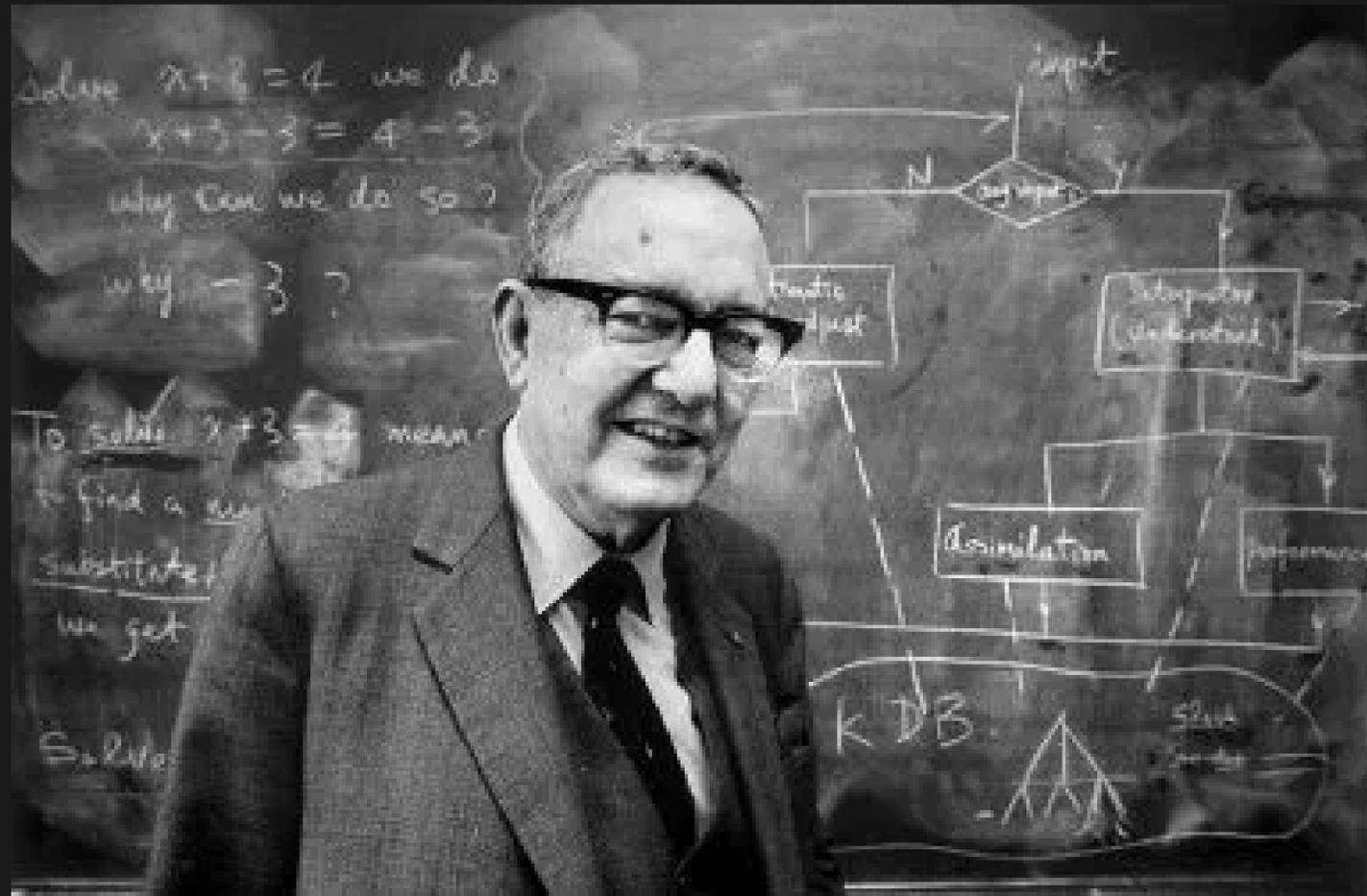
We believe in making shit happen, not just making shit.

This Vision pulled us deeper into Digital Transformation.





Let our hindsight act as your foresight.



Herbert A. Simon

Nobel Prize Winning Economist
Turing Award-winning Computer Scientist
Pioneer of Artificial Intelligence

What information consumes is rather obvious: it consumes the attention of its recipients. Hence a wealth of information creates a poverty of attention."

-Designing Organizations For An Information-Rich World

1971



Current
Situation



Need more attention?



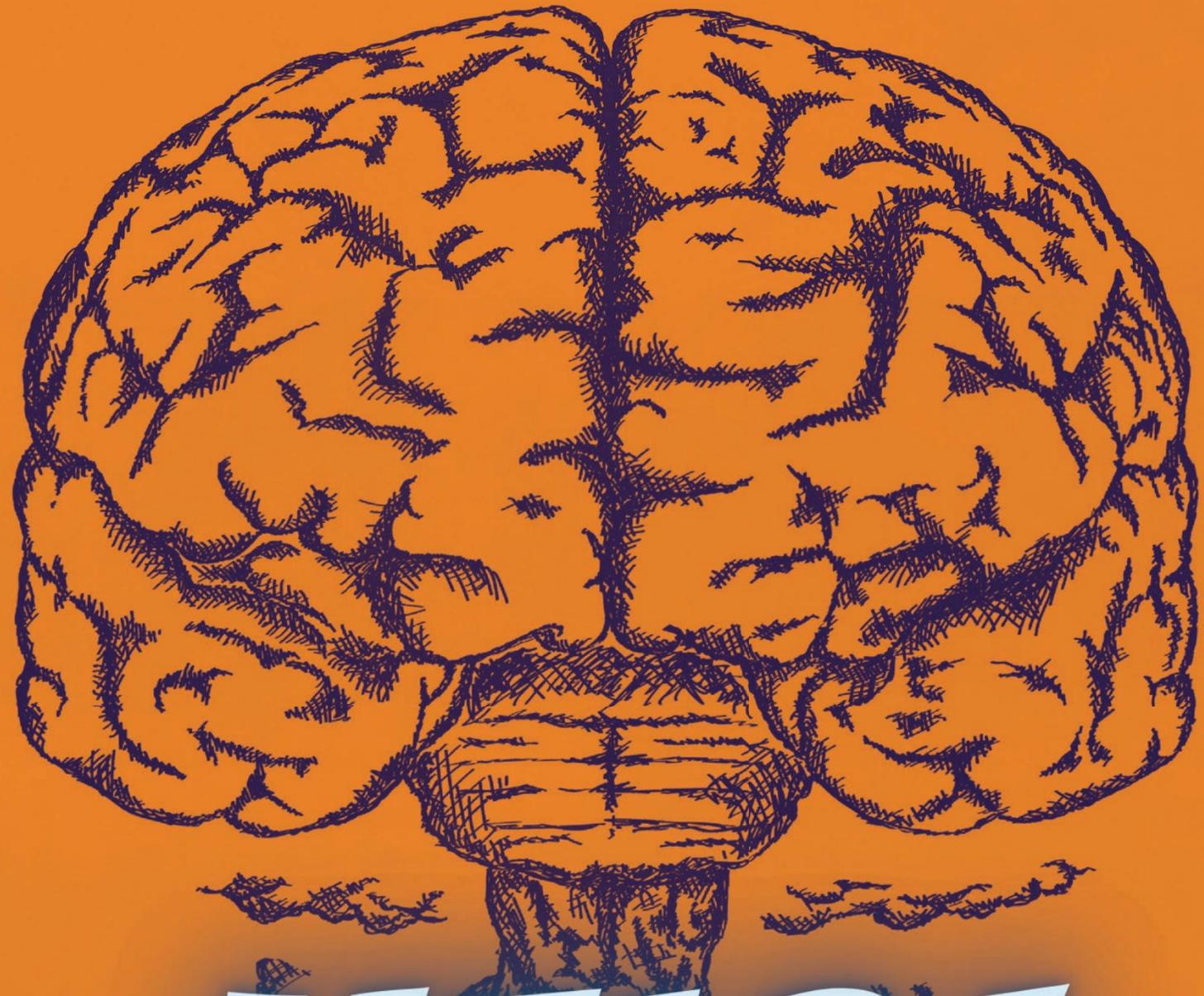
WE'VE GOT THE WHOLE WORLD IN OUR HANDS.



Today's value is attention.



**AVERAGE PERSON
EXPOSED TO
6,000-10,000
APPEALS PER DAY**



HELP!



CORONAVIRUS

STOP

NO HANDSHAKE





74%



of professionals
expect remote work
to become standard

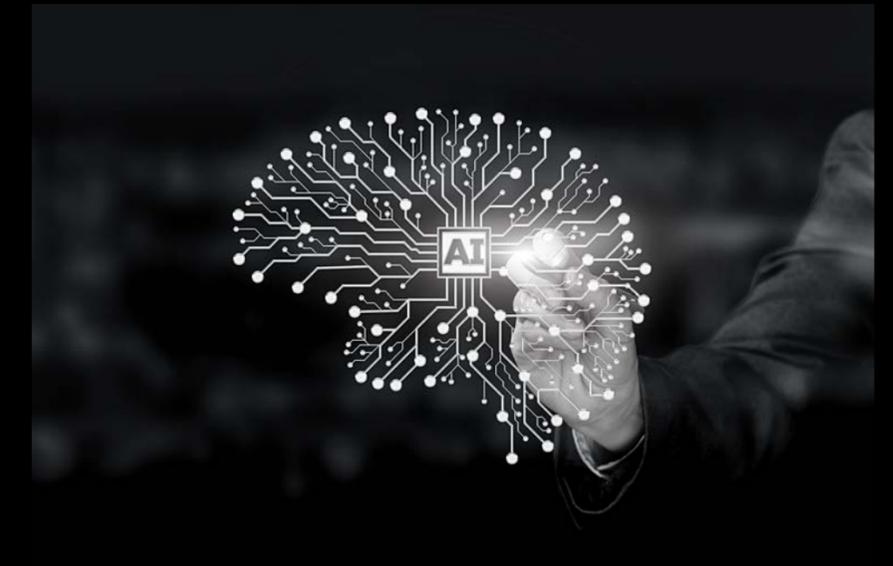




Blockchain Explosion: More than Cryptocurrency
SaaS Models, Enterprise Blockchain, NFTs



Quantum computer with a 3D chip
is heading into the cloud



Google's Supermodel: **DeepMind Perceiver**
learns faster with less data

Tech surpassing Moore's Law

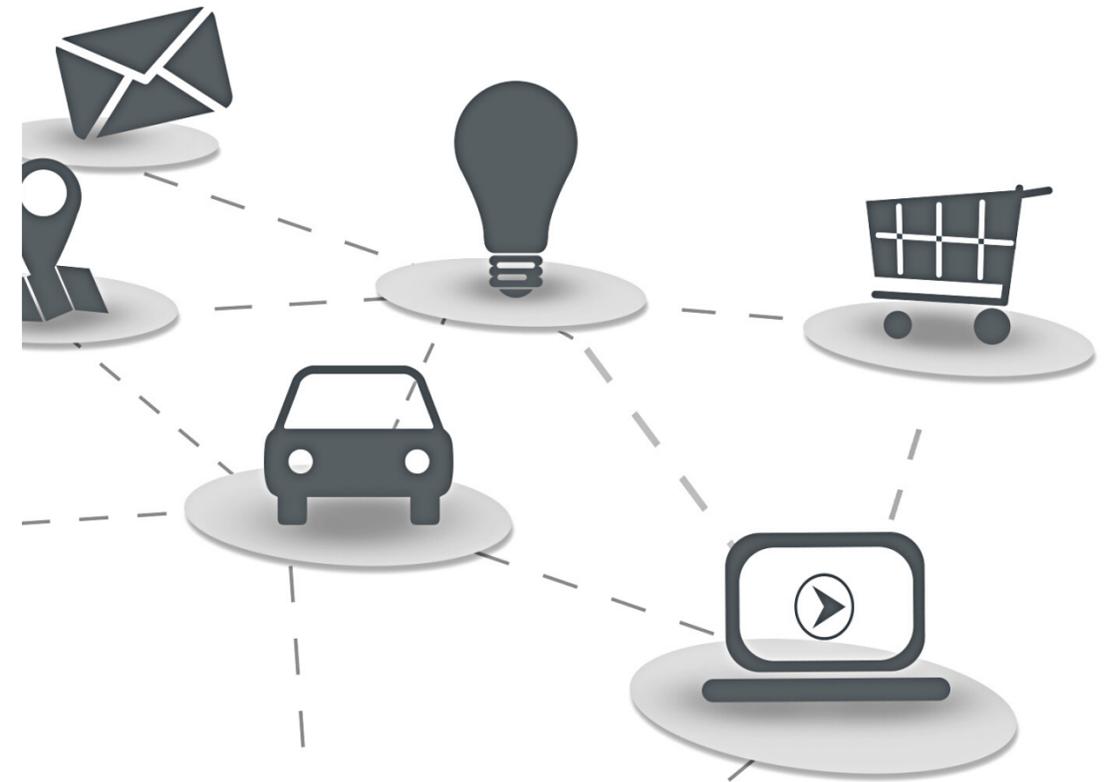
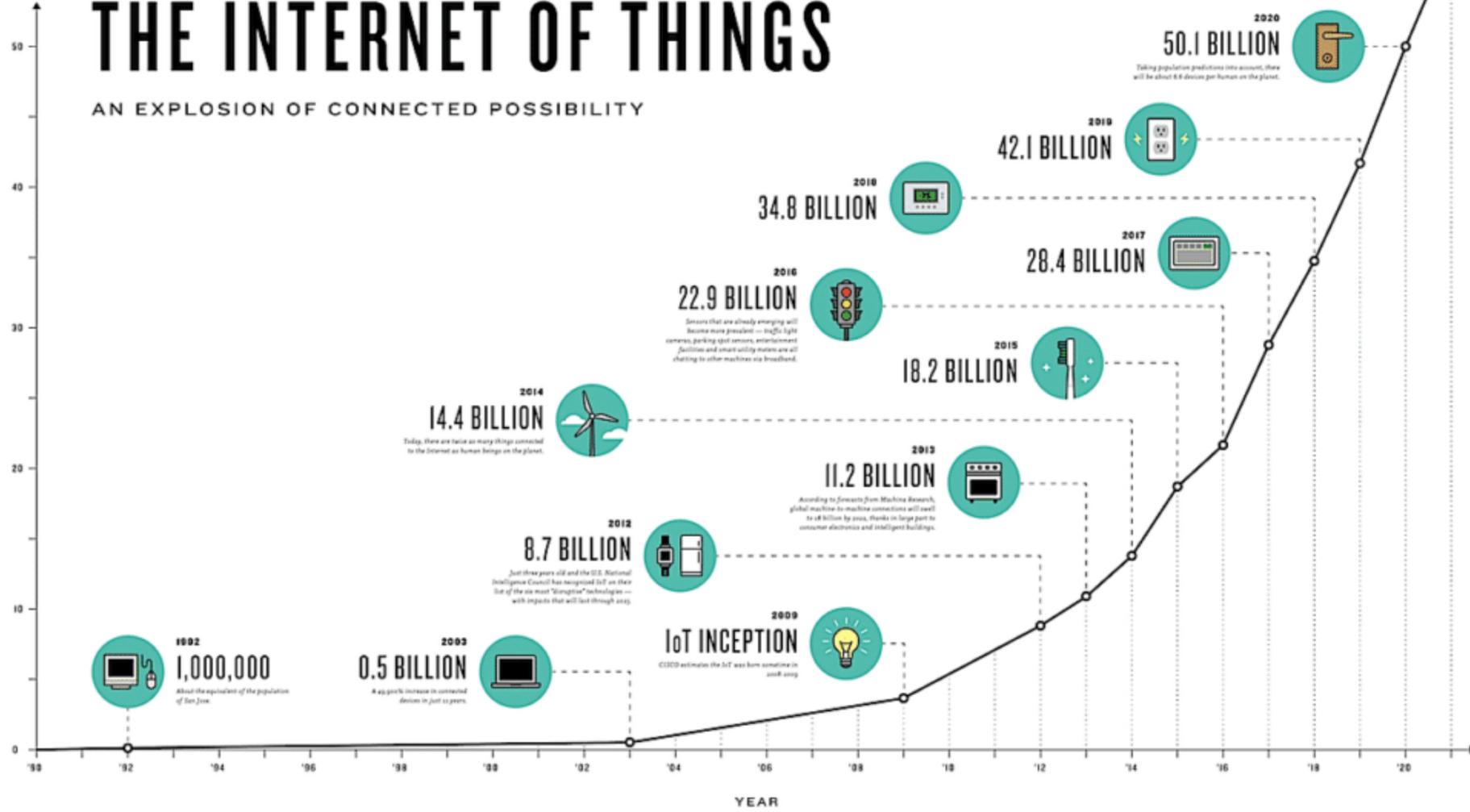


**Internet
of Things**
Everything
will be
connected.

THE INTERNET OF THINGS

AN EXPLOSION OF CONNECTED POSSIBILITY

BILLIONS OF DEVICES



The oldest Millennials are turning 40!



**Is this the
end of the
World as we
know it?**



END OF THE WORLD

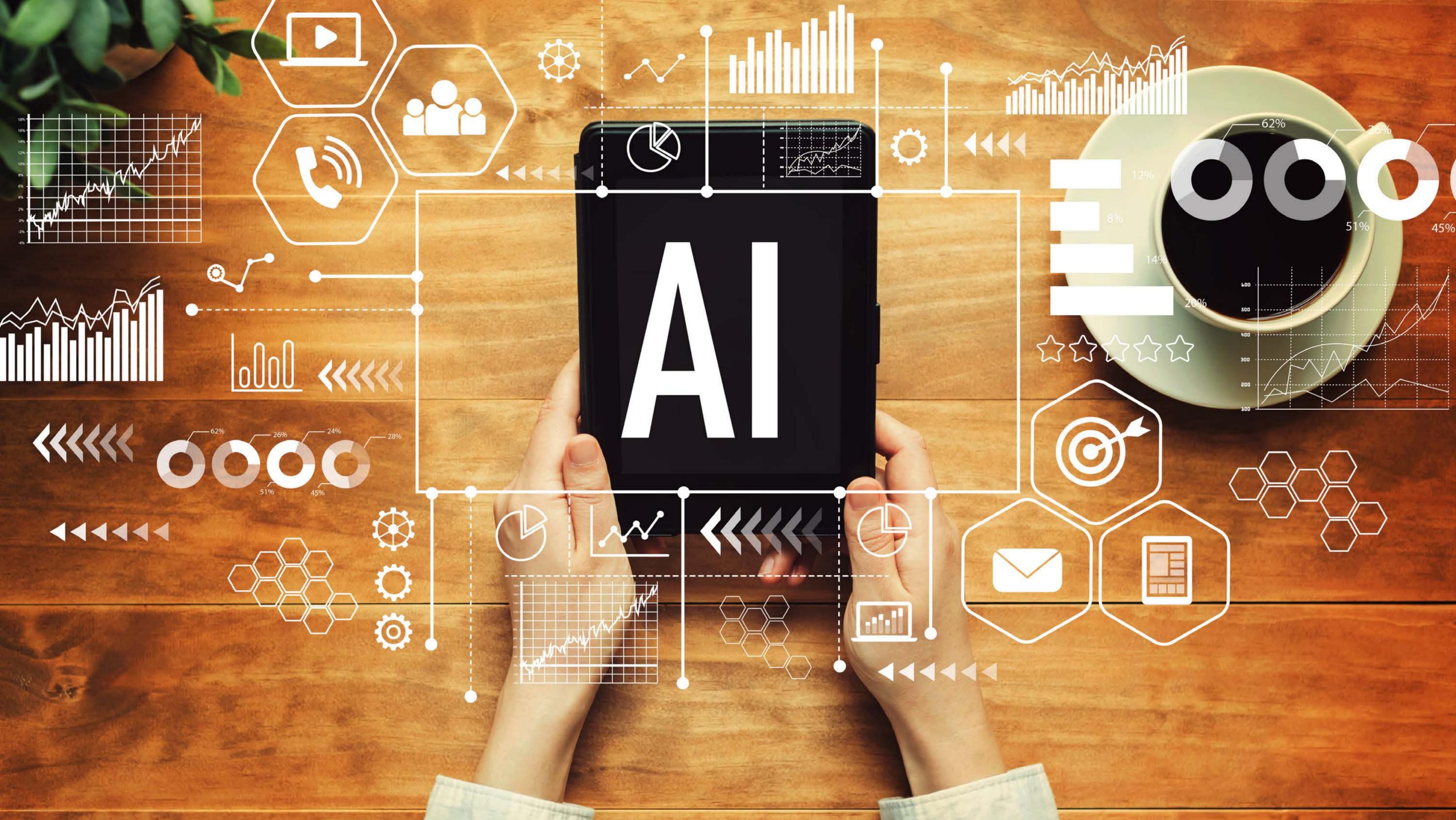
A dramatic landscape at sunrise or sunset. The sun is positioned behind a large, dark cloud, creating a bright sunburst effect with rays of light. The sky is filled with smaller, golden clouds. Below the sky, a range of mountains is visible, with the foreground mountains in silhouette and the background mountains in a hazy, golden light. The overall scene is one of a bright, hopeful dawn.

Or, is this the dawn of a bright new age?

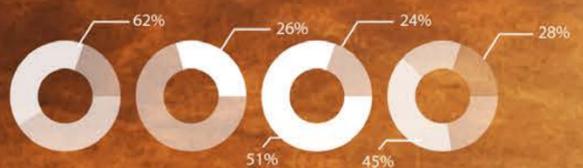
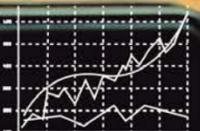


Digital transformation will decide.





AI



**What A.I.
movie
comes to
mind?**



END OF THE WORLD



THE TERMINATOR

T-1000

Purposeful
Unstoppable



Attraction | Importance



“

**Technology is nothing.
What's important is that you have a faith
in people, that they're basically good
and smart, and if you give them tools,
they'll do wonderful things with them.**

STEVE JOBS



Acceleration of Digital Transformations



IDC has forecast that global spending on digital transformation (DX) will reach a staggering \$6.8 trillion globally by 2023.

Harvard Business Review, Dec 9, 2020



The adoption of digital technology to transform services or businesses:

by replacing non-digital or manual processes with digital processes

or replacing older digital technology with newer digital technology

DIGITAL TRANSFORMATION

0%



100%

It's using the best tools to **serve customers** and your **team** better.

As a result **gaining competitive advantage**...or being at a disadvantage.

DIGITAL TRANSFORMATION



Benefits to Companies

How transformation affects company success



Increases efficiency and productivity

More efficient operations and higher productivity leads to success and expansion.



Boosts innovation

The right tools encourage businesses to develop better products, better processes, and better ways to do business.



Improves management

Systems and platforms keep the company organized and on track to achieving business goals.

Delights customers!

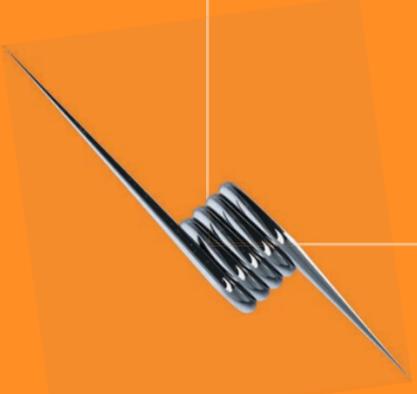


Work-Life Before Transformation

- More risks of manual errors when it comes to keeping records and creating documents
- Limited channels of communication
- Longer and more time-consuming processes and projects
- **Too many tasks we don't like**



Work-Life With Transformation

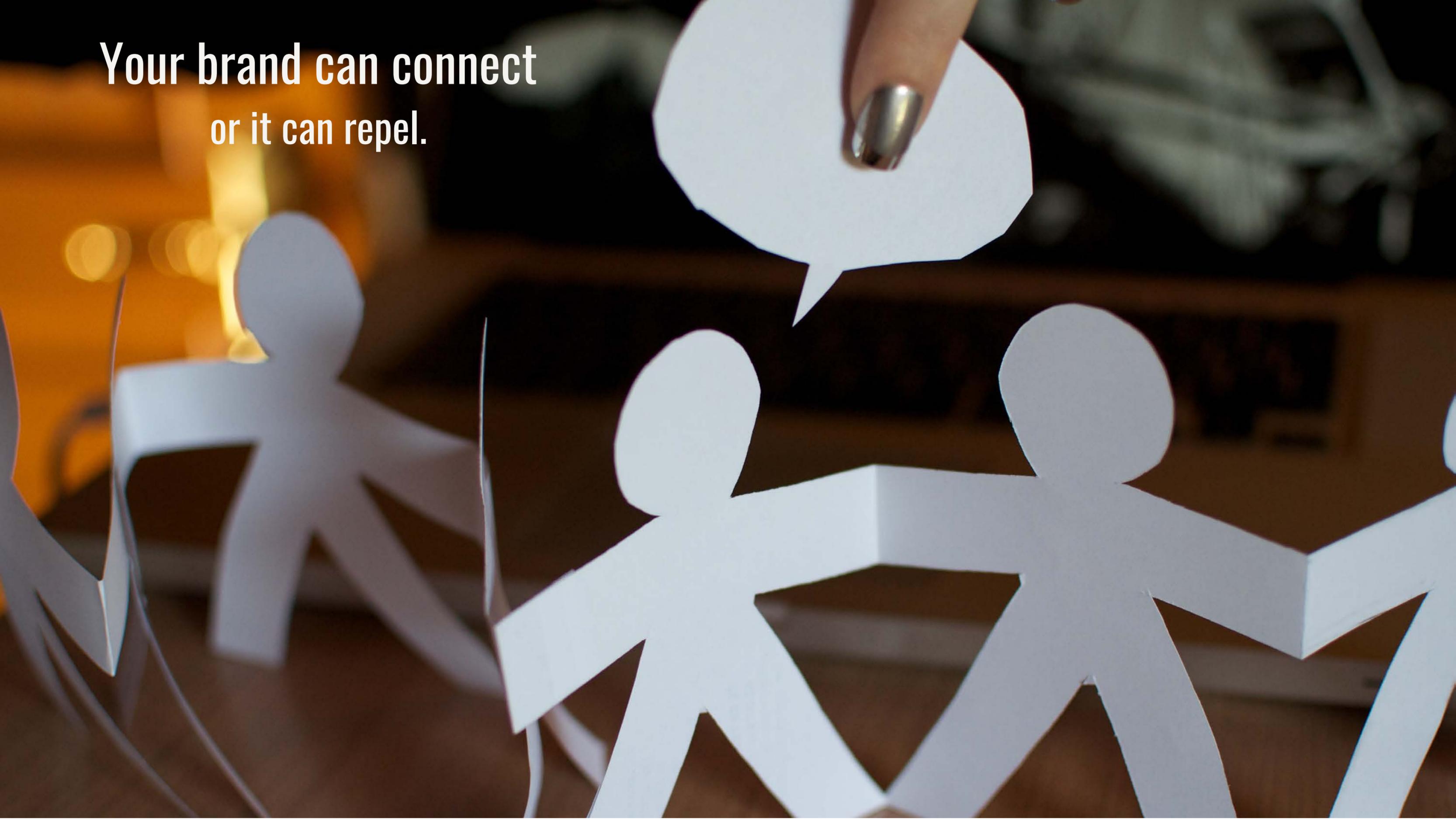
- Increased accuracy when it comes to crunching numbers and record-keeping
 - More ways to communicate and collaborate
 - Improved efficiency of day-to-day operations
 - **More time to do the things we love**
- 



BRAND



**Your brand can connect
or it can repel.**





Does
Digital
Transformation =
headaches

Maybe?



no pain, no gain

WHAT TOOLS WILL HELP US GET ON THE RIGHT TRACK?

#1 Marketing Automation tied to a modern CRM

#2 Service system tied to a modern CRM

#3 Sales Enablement system tied to a modern CRM

#4 Internal communications platform: SLACK, Teams, G-Suite

#5 API-driven connectivity with ERP/PJ management system

Modern CRM



It's a CRM that people use.



Marketing Technology Landscape

The Martech 5000

Total Solutions 8,000

Advertising & Promotion 922

Content & Experience 1,936

Social & Relationships 1,969

Commerce & Sales 1,314

Data 1,258

Management 601

Access all the data of this landscape & more at martech5000.com

2019

7,040 solutions

2018

6,829 solutions

2017

5,381 solutions

2016

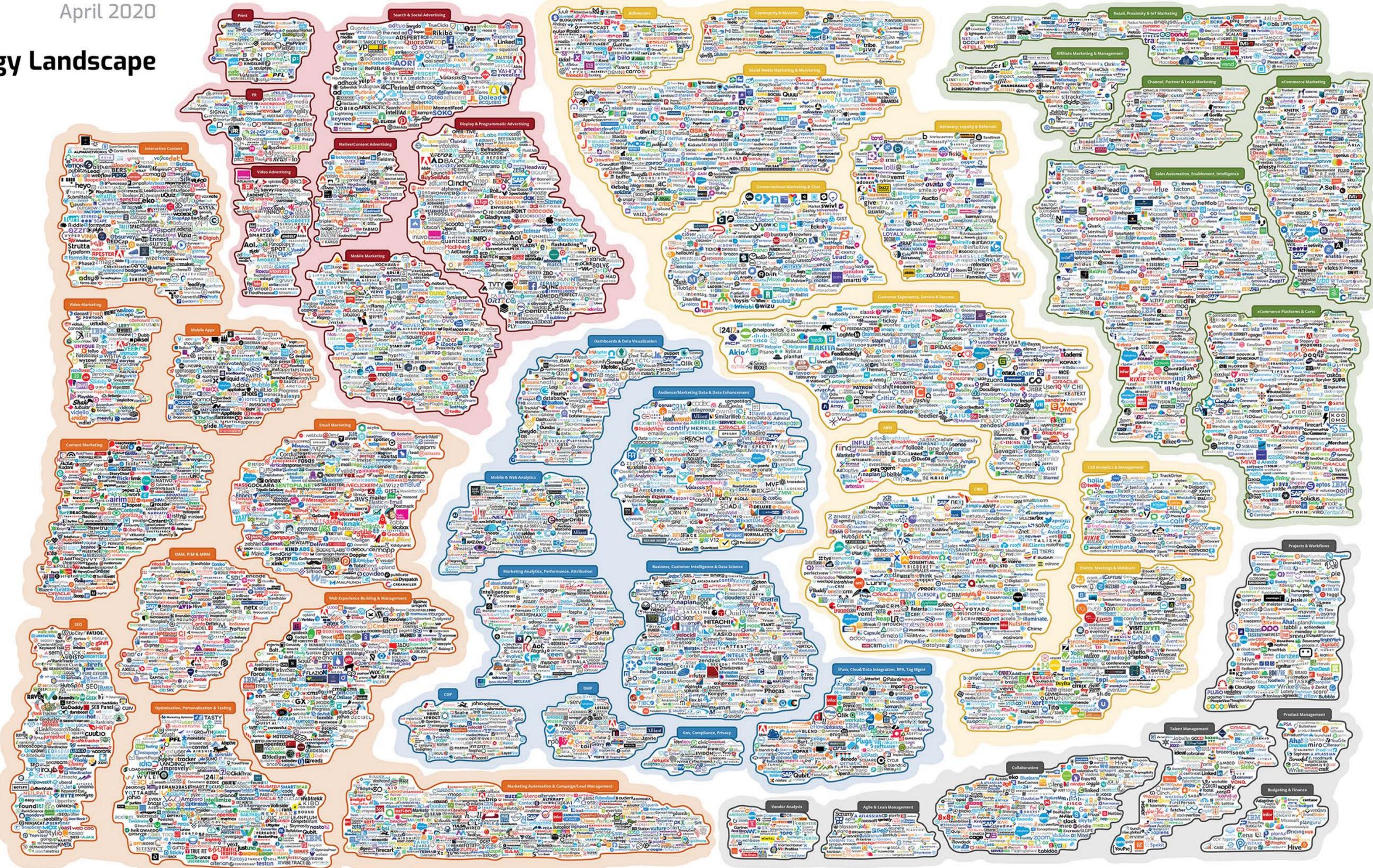
3,874 solutions

2015

1,876 solutions

2014

947 solutions



top tech

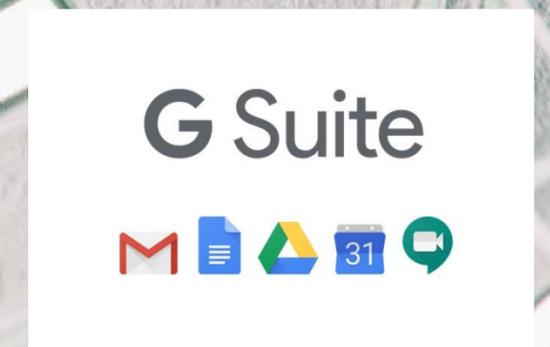
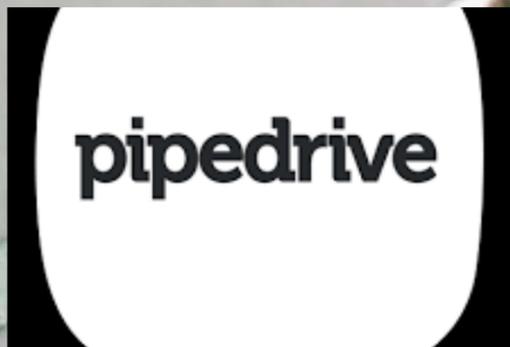
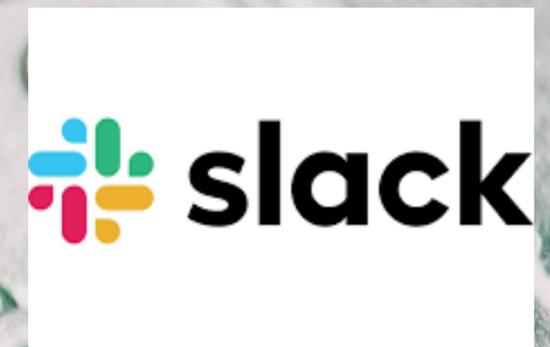
Modern CRM

Marketing Automation

Sales Enablement

Service Automation

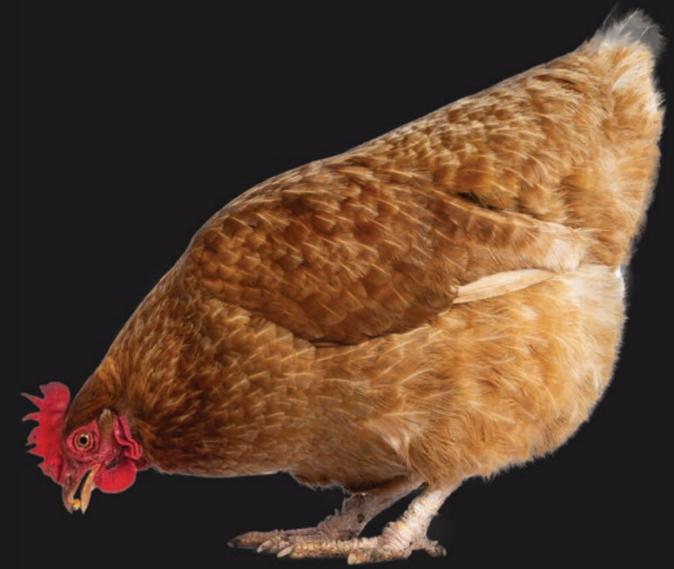
Internal Communication





How much should SMBs invest?

- SMBs need to understand that to sit at the digital table
- You need to be willing to reallocate capital to:
 - **new talent, new digital assets, and new initiatives.**
- The average correlation between last year's budget and this year's budget is .92 according to research by McKinsey. **That means only 8% changes!**
- There's no established ratio. Assess your competitive market. Gauge your Gross Profit available. **Get some help. Start small, be lean.**



The background consists of a dense, overlapping pattern of warning signs. The signs are primarily dark grey or black triangles with a white exclamation mark in the center. Some signs are slightly offset or layered over others, creating a sense of depth and repetition. The overall color palette is monochromatic, with shades of grey, black, and white.

What are warning signs that we're headed for failure?

Top 10 reasons your Digital Transformation is failing:

The background consists of a dense, overlapping pattern of warning signs. The signs are primarily dark grey or black with a white exclamation mark in the center. Some signs are slightly offset or layered over others, creating a sense of depth and urgency. The overall color palette is monochromatic, with shades of grey, black, and white.

What are warning signs that we're headed for failure?

Top 10 reasons your Digital Transformation is failing:

1. It doesn't touch the customer.

The background consists of a dense, overlapping pattern of warning signs. The signs are primarily dark gray or black triangles with a white exclamation mark in the center. Some signs are slightly offset or layered over others, creating a sense of depth and urgency. The overall color palette is monochromatic, with shades of gray, black, and white.

What are warning signs that we're headed for failure?

Top 10 reasons your Digital Transformation is failing:

1. It doesn't touch the customer.
2. Your existing (IT) team is implementing it.

The background consists of a dense, overlapping pattern of warning signs. These signs are in various shades of gray and black, with some having a white border. Each sign features a large, bold exclamation mark in the center. The signs are oriented in different directions, creating a sense of chaotic or urgent attention.

What are warning signs that we're headed for failure?

Top 10 reasons your Digital Transformation is failing:

1. It doesn't touch the customer.
2. Your existing (IT) team is implementing it.
3. Your budget isn't changing.

What are warning signs that we're headed for failure?

Top 10 reasons your Digital Transformation is failing:

1. It doesn't touch the customer.
2. Your existing (IT) team is implementing it.
3. Your budget isn't changing.
4. You've lost Executive interest.

What are warning signs that we're headed for failure?

Top 10 reasons your Digital Transformation is failing:

1. It doesn't touch the customer.
2. Your existing (IT) team is implementing it.
3. Your budget isn't changing.
4. You've lost Executive interest.
5. You're not seeing the bigger picture (Lost Vision)

What are warning signs that we're headed for failure?

Top 10 reasons your Digital Transformation is failing:

1. It doesn't touch the customer.
2. Your existing (IT) team is implementing it.
3. Your budget isn't changing.
4. You've lost Executive interest.
5. You're not seeing the bigger picture (Lost Vision)
6. You're doing too much too soon.

What are warning signs that we're headed for failure?

Top 10 reasons your Digital Transformation is failing:

1. It doesn't touch the customer.
2. Your existing (IT) team is implementing it.
3. Your budget isn't changing.
4. You've lost Executive interest.
5. You're not seeing the bigger picture (Lost Vision)
6. You're doing too much too soon.
7. You're doing too little, too slowly.

What are warning signs that we're headed for failure?

Top 10 reasons your Digital Transformation is failing:

1. It doesn't touch the customer.
2. Your existing (IT) team is implementing it.
3. Your budget isn't changing.
4. You've lost Executive interest.
5. You're not seeing the bigger picture (Lost Vision)
6. You're doing too much too soon.
7. You're doing too little, too slowly.
8. Your Digital Transformation team is on an island.

What are warning signs that we're headed for failure?

Top 10 reasons your Digital Transformation is failing:

1. It doesn't touch the customer.
2. Your existing (IT) team is implementing it.
3. Your budget isn't changing.
4. You've lost Executive interest.
5. You're not seeing the bigger picture (Lost Vision)
6. You're doing too much too soon.
7. You're doing too little, too slowly.
8. Your Digital Transformation team is on an island.
9. You haven't adequately emphasized training.

What are warning signs that we're headed for failure?

Top 10 reasons your Digital Transformation is failing:

1. It doesn't touch the customer.
2. Your existing (IT) team is implementing it.
3. Your budget isn't changing.
4. You've lost Executive interest.
5. You're not seeing the bigger picture (Lost Vision)
6. You're doing too much too soon.
7. You're doing too little, too slowly.
8. Your Digital Transformation team is on an island.
9. You haven't adequately emphasized training.
10. You're not including the right stakeholders.

What does success look like?

centricfiber.com

CENTRIC FIBER

WHY CENTRIC? GIGA SERVICES MY ACCOUNT **GET STARTED**

Built for the Speed of Life

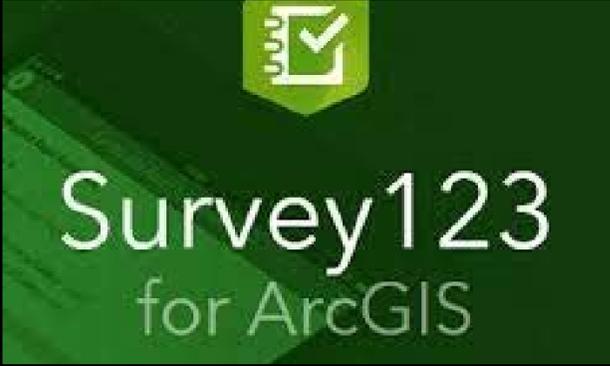
Start with the fastest, most reliable fiber internet.

1GB Download 1GB Upload

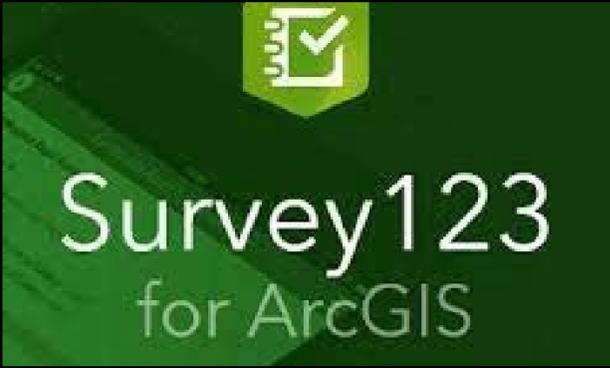
GET STARTED

Have any questions? I'm happy to help.

All connected to delight their customers



All connected to delight their shareholders



Insights Dashboards Workflows

app.hubspot.com/workflows/8173318/view/all?pageSize=50

Workflows

79 Workflows

All workflows | Workflows with errors | Unused workflows | Recently deleted

Search for workflows

NAME	TYPE	TOTAL ENROLLED	ACTIVE ENROLLED	LAST UPDATED	CREATED
Provision Requests	Company Standard	2	0	Jul 2, 2021	Jul 1, 2021
1- Customer is Subscriber	Contact Standard	63	0	Jun 25, 2021	Feb 1, 2021
TEST - 1 - New Service Address ready for Trench - Service Stage (cloned)	Company Standard	0	0	Jun 15, 2021	Jun 15, 2021
Texas Gas	Ticket Standard	0	0	Jun 9, 2021	Jun 9, 2021
6 - Data Syncs	Contact Standard	64	0	Mar 16, 2021	Mar 16, 2021

app.hubspot.com/reports-dashboard/8173318/view/4390080

Sales Manager

Filter dashboard

Closed deal amount vs. goals

Date range: This entire year | Frequency: Monthly

Deal leaderboard - amount closed by rep with stage breakdown

Date range: In the last 30 days

Deal owner	Lead (Sales Pipeline)	Qualified- intro call made (Sales Pipeline)	Agreements Sent with Terms (Sales Pipeline)	Forecast- In Model (Sales Pipeline)	Verbal Award (Sales Pipeline)	Closed Won (Sales Pipeline)
Kevin McKenna						\$44,407,178.75
Robert Fondren						\$12,842,500.00
Unassigned						\$4,250,000.00

Marketing qualified lead created totals by day

Date range: In the last 30 days | Frequency: Daily

Deal revenue forecast by owner with stage breakdown

Date range: In the last 30 days

DEAL OWNER	LEAD (SALES PIPELINE)	QUALIFIED-INTRO CALL MADE (SALES PIPELINE)	AGREEMENTS SENT WITH TERMS (SALES PIPELINE)	FORECAST-IN MODEL (SALES PIPELINE)	VERBAL AWARD (SALES PIPELINE)
Kevin McKenna	\$42,500.00	\$2,402,588.75	\$15,660,000.00	\$21,552,090.00	\$0.00
Robert Fondren	\$0.00	\$250,000.00	\$2,550,000.00	\$7,905,000.00	\$2,137,500.00
Unassigned	\$0.00	\$0.00	\$0.00	\$4,250,000.00	\$0.00
Subtotal	\$42,500.00	\$2,652,588.75	\$18,210,000.00	\$33,707,090.00	\$2,137,500.00

Provision Requests

Actions | Settings | History

Company enrollment trigger

- IP Address is known
- and
- MAC Address is known
- and
- See more

1. Send internal email notification

Send email "Initial Provision Request - Company: Street address" to Mekico Wilson, Vernon Callantine, Rylie Bryand, Carl John Brenning, GigaGuide

2. Create record

Create ticket "Initial Provision - Company: Street address" and assign it to GigaGuide

3. Delay for a set amount of time

1 hour

4. If/then branch

First, check Close Date Known

- Close Date Known
 - 5. Send internal email notification
 - Send email "Subscriber Provision Request - Company: Street address" to Mekico Wilson, Vernon Callantine, Rylie Bryand, Carl John Brenning, GigaGuide
 - 7. Create record
 - Create ticket "Subscriber Provision - Company: Street address" and assign it to GigaGuide
- Close Date Unknown
 - 6. Delay until event happens
 - Property value changed
 - Delay up to 1,825 days
 - Go to action

Deals Sales Pipeline All deals

Actions Import Create deal

Search name or description Deal owner Create date Last activity date Amount More filters

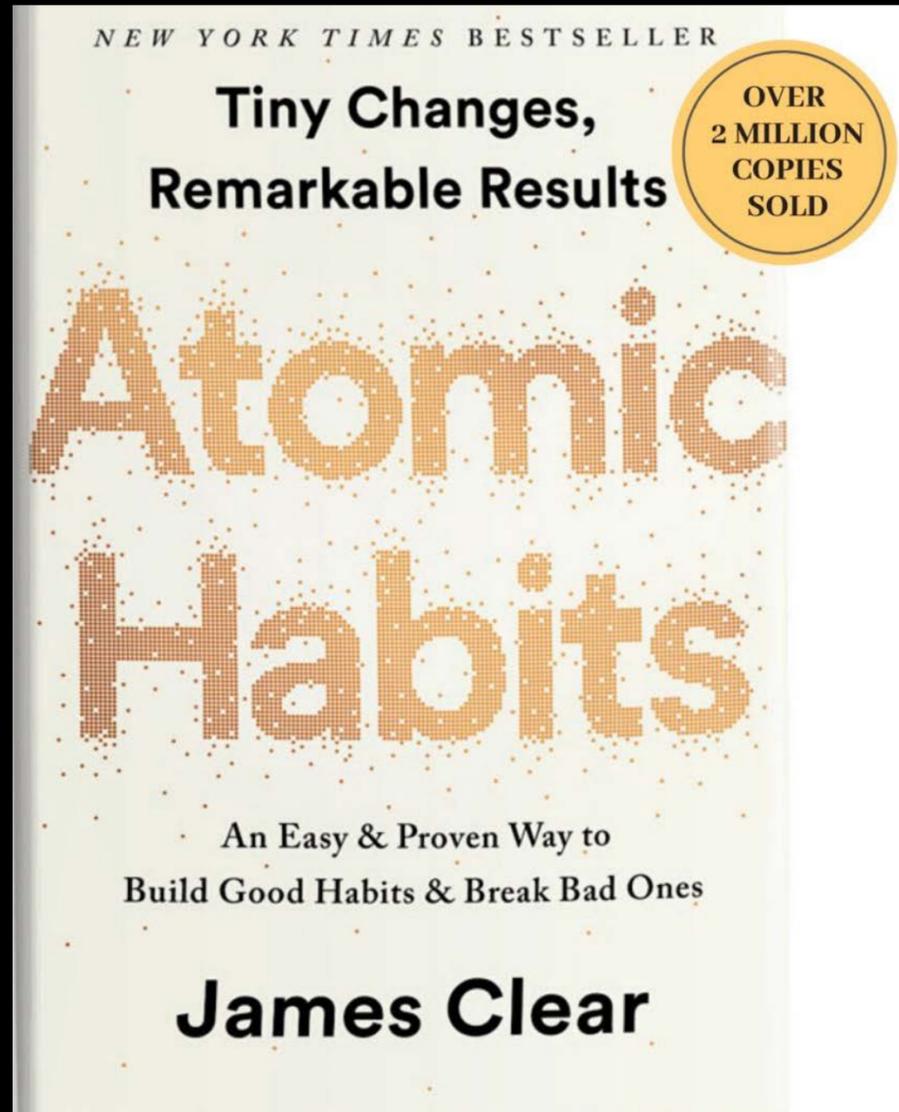
Board actions Save view

LEAD	6	QUALIFIED- INTRO CALL MADE	37	AGREEMENTS SENT WITH TERMS	24	FORECAST- IN MODEL	24	VERBALAWARD	8	CLOSED WON	123	CLOSED LOST
<p>INACTIVE FOR 57 DAYS</p> <p>White Wing - Fiber</p> <p>Amount: \$1,500,000</p> <p>Close date: 02/01/2022</p>	<p>INACTIVE FOR 71 DAYS</p> <p>Crown Community Development - Marion Oaks-Gas</p> <p>Amount: \$4,500,000</p> <p>Close date: 09/30/2021</p>	<p>INACTIVE FOR 106 DAYS</p> <p>Stedman West Tract - Fiber</p> <p>Amount: \$1,000,000</p> <p>Close date: 08/31/2021</p>	<p>INACTIVE FOR 46 DAYS</p> <p>Mosaic Land Development - Tres Laurels - Fiber</p> <p>Amount: \$1,750,000</p> <p>Close date: 08/31/2021</p>	<p>INACTIVE FOR 204 DAYS</p> <p>Stafford Development Malton-Gas</p> <p>Amount: \$1,500,000</p> <p>Close date: 08/31/2021</p>	<p>Forestar - Elizondo - Gas</p> <p>Amount: \$1,900,000</p> <p>Close date: 06/21/2021</p>	<p>Academy Development - R Edge Gas</p> <p>Amount: \$0</p> <p>Close date: 05/17/2021</p>						
<p>INACTIVE FOR 57 DAYS</p> <p>White Wing - Gas</p> <p>Amount: \$3,000,000</p> <p>Close date: 08/31/2021</p>	<p>INACTIVE FOR 85 DAYS</p> <p>Southstar - Mayfair Rocketship-Fiber</p> <p>Amount: \$1,500,000</p> <p>Close date: 09/07/2021</p>	<p>INACTIVE FOR 106 DAYS</p> <p>Stedman West Tract - Gas</p> <p>Amount: \$1,000,000</p> <p>Close date: 08/31/2021</p>	<p>INACTIVE FOR 106 DAYS</p> <p>Mosaic Land Development - Tres Laurels - Gas</p> <p>Amount: \$3,500,000</p> <p>Close date: 08/31/2021</p>	<p>INACTIVE FOR 204 DAYS</p> <p>Stafford Development Sunset Oaks Phase V - Fiber</p> <p>Amount: \$1,000,000</p> <p>Close date: 07/30/2021</p>	<p>Concourse Development - Windrose Green</p> <p>Amount: \$950,000</p> <p>Close date: 06/21/2021</p>	<p>Land Tejas - Sunterra Gas</p> <p>Amount: \$21,000,000</p> <p>Close date: 03/22/2021</p>						
<p>INACTIVE FOR 169 DAYS</p> <p>Commercial Tract Offset Preserve at Medina - Fiber</p> <p>Amount: \$1,000,000</p> <p>Close date: 08/31/2021</p>	<p>INACTIVE FOR 85 DAYS</p> <p>Southstar - Mayfair Rocketship-Gas</p> <p>Amount: \$9,000,000</p> <p>Close date: 09/07/2021</p>	<p>INACTIVE FOR 106 DAYS</p> <p>Sowell Tract - Gas</p> <p>Amount: \$1,000,000</p> <p>Close date: 08/31/2021</p>	<p>INACTIVE FOR 318 DAYS</p> <p>Splendora - 1528</p> <p>Close date: 08/31/2021</p>	<p>INACTIVE FOR 204 DAYS</p> <p>Lennar Plum Creek- Fiber</p> <p>Amount: \$2,700,000</p> <p>Close date: 08/31/2021</p>	<p>Concourse Development - Windrose Green - Gas</p> <p>Amount: \$1,900,000</p> <p>Close date: 06/21/2021</p>	<p>Land Tejas - Sunterra Fiber</p> <p>Amount: \$10,000,000</p> <p>Close date: 03/22/2021</p>						
<p>INACTIVE FOR 169 DAYS</p> <p>Commercial Tract Offset Preserve at Medina - Gas</p> <p>Amount: \$1,000,000</p> <p>Close date: 08/31/2021</p>	<p>INACTIVE FOR 71 DAYS</p> <p>Crown Community Development - Marion Oaks-Fiber</p> <p>Amount: \$2,250,000</p> <p>Close date: 08/31/2021</p>	<p>INACTIVE FOR 106 DAYS</p> <p>Sowell Tract - Gas</p> <p>Amount: \$1,000,000</p> <p>Close date: 08/31/2021</p>	<p>INACTIVE FOR 204 DAYS</p> <p>Lennar Plum Creek- Fiber</p> <p>Amount: \$2,700,000</p> <p>Close date: 08/31/2021</p>	<p>INACTIVE FOR 318 DAYS</p> <p>HKRE Rabel Road - Fiber</p> <p>Close date: 06/30/2021</p>	<p>Southstar Vida</p> <p>Amount: \$6,000,000</p> <p>Close date: 06/03/2021</p>	<p>M R Development Corp - M Phase 2 Gas</p> <p>Amount: \$3,600,000</p> <p>Close date: 03/22/2021</p>						
<p>INACTIVE FOR 113 DAYS</p> <p>Trinity Ranch Fiber</p> <p>Amount: \$5,250,000</p> <p>Close date: 08/31/2021</p>	<p>INACTIVE FOR 85 DAYS</p> <p>Crown Community Dvelopment - Fiber</p> <p>Amount: \$500,000</p> <p>Close date: 08/31/2021</p>	<p>INACTIVE FOR 127 DAYS</p> <p>Del Webb Fulshear - Fiber</p> <p>Amount: \$2,286,000</p> <p>Close date: 08/31/2021</p>	<p>INACTIVE FOR 204 DAYS</p> <p>Lennar Bastrop Reserve- Gas</p> <p>Amount: \$2,400,000</p> <p>Close date: 08/31/2021</p>	<p>INACTIVE FOR 257 DAYS</p> <p>Loma Ranch</p> <p>Amount: \$2,250,000</p> <p>Close date: 06/30/2021</p>	<p>Southstar Vida- Fiber</p> <p>Amount: \$3,000,000</p> <p>Close date: 06/03/2021</p>	<p>M R Development Corp - M Phase 2 Fiber</p> <p>Amount: \$1,800,000</p> <p>Close date: 03/22/2021</p>						
<p>INACTIVE FOR 50 DAYS</p> <p>BBCG- MFU- Wood prt Alta 287- Fiber</p> <p>Amount: \$425,000</p> <p>Close date: 06/30/2021</p>	<p>INACTIVE FOR 133 DAYS</p> <p>CTX Management- Farmside -</p>	<p>INACTIVE FOR 127 DAYS</p> <p>Del Webb Fulshear - Gas</p> <p>Amount: \$2,286,000</p> <p>Close date: 08/31/2021</p>	<p>INACTIVE FOR 204 DAYS</p> <p>Lennar Bastrop Reserve- Fiber</p> <p>Amount: \$1,200,000</p> <p>Close date: 08/31/2021</p>	<p>INACTIVE FOR 55 DAYS</p> <p>Ranch Road Development - Cornerstone Fiber</p> <p>Amount: \$0</p> <p>Close date: 06/30/2021</p>	<p>6 Creeks Gas</p> <p>Amount: --</p> <p>Close date: 05/28/2021</p>	<p>Applewood Ranch</p> <p>Close date: 12/07/2020</p>						
Total: \$12,175,000	Total: \$47,210,355	Total: \$71,472,000	Total: \$61,105,400	Total: \$6,750,000	Total: \$168,201,000	Total: \$36,400,000						

\$168 Million Closed/Won



Now, that's the dawn of a bright future?



“

I know that if things were going to improve, I was the one responsible for making it happen.

—
JAMES CLEAR (ATOMIC HABITS)

GRACIOUSQUOTES.COM



Date _____

I WILL THANK:
(team member, customer, vendor)

- 1 _____ →
- 2 _____ →
- 3 _____ →

I'M THANKFUL FOR:
(vision or core values)

- _____ →
- _____ →
- _____ →

ISSUE I WILL ADDRESS TODAY	TODAY I WILL SIMPLIFY

LOVE DOING / GREAT AT	LIKE DOING / GOOD AT

DON'T LIKE DOING / GOOD AT	DON'T LIKE DOING / NOT GOOD AT

✓ MUST-DOs: <i>(love/great & like/good)</i>
■ _____
■ _____
■ _____
■ _____
■ _____
■ _____

✓ MUST DELEGATE: <i>(don't like/good & don't like/not good)</i>
■ _____
■ _____
■ _____
■ _____
■ _____
■ _____

Date _____

I WILL THANK:
(team member, customer, vendor)

I'M THANKFUL FOR:
(vision or core values)

1 _____	→	_____
2 _____	→	_____
3 _____	→	_____

ISSUE I WILL ADDRESS TODAY

TOP PRIORITY

LOVE DOING / GREAT AT **LIKE**

DON'T LIKE DOING / GOOD AT **DO**

I WILL THANK:
(team member, customer, vendor)

I'M THANKFUL FOR:
(vision or core values)

1 _____	→	_____
2 _____	→	_____
3 _____	→	_____

✓ **MUST-DOs:**
(love/great & like/good)

✓ **MUST DELEGATE:**
(don't like/good & don't like/not good)

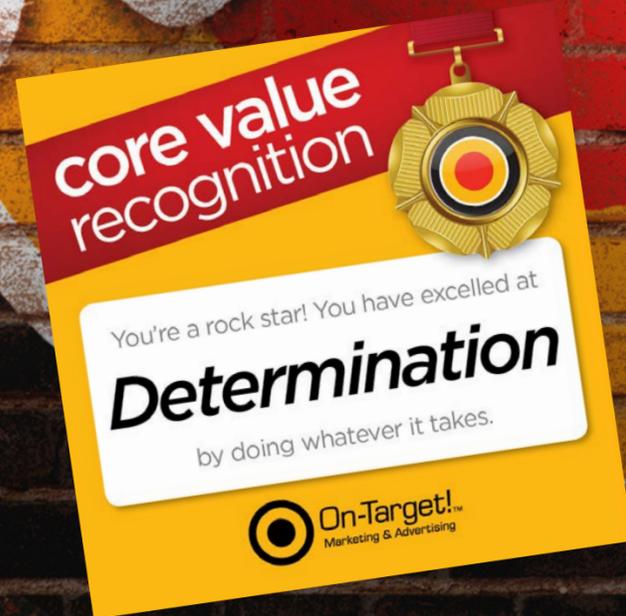
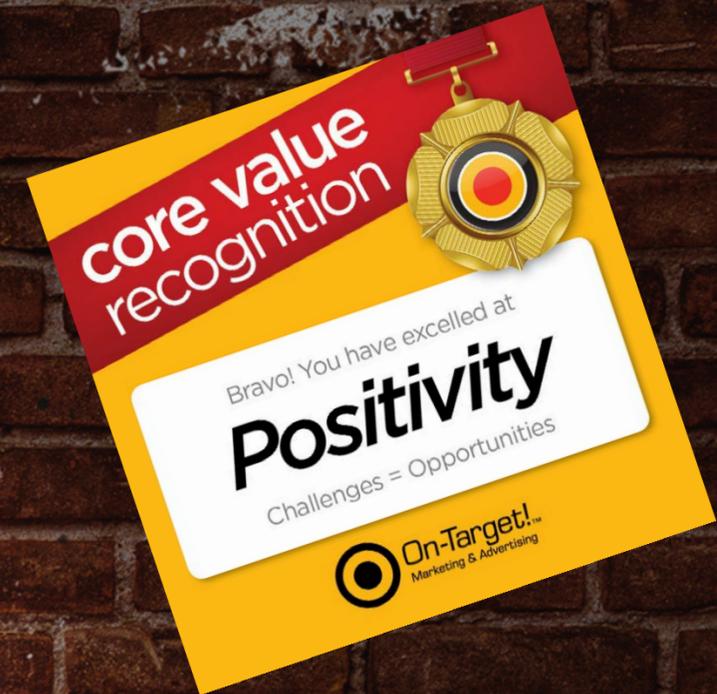
- _____
- _____
- _____
- _____
- _____
- _____

- _____
- _____
- _____
- _____
- _____
- _____

Be purposefully thankful.

core values

Tip: Make them part of everyday.



Date _____

I WILL THANK:
(team member, customer, vendor)

I'M THANKFUL FOR:
(vision or core values)

1 _____	→	_____
2 _____	→	_____
3 _____	→	_____

ISSUE I WILL ADDRESS TODAY	TODAY I WILL SIMPLIFY

LOVE DOING / GREAT AT	LIKE TO DO

DON'T LIKE DOING / GOOD AT	DISLIKE TO DO

ISSUE I WILL ADDRESS TODAY	TODAY I WILL SIMPLIFY

✓ MUST-DOs: <i>(love/great & like/good)</i>	✓ MUST DELEGATE: <i>(don't like/good & don't like/not good)</i>
■ _____	■ _____
■ _____	■ _____
■ _____	■ _____
■ _____	■ _____
■ _____	■ _____
■ _____	■ _____

We all have issues.

“

I accumulated small but
consistent habits that
ultimately led to results
that were unimaginable
when I started.

JAMES CLEAR (ATOMIC HABITS)

GRACIOUSQUOTES.COM

ontargetagency.com/digital-transformation-services

On-Target! Marketing & Advertising

SERVICES | CLIENT STORIES | BLOG | ABOUT US | CONTACT US

How can we help you? Call Us @ 281.444.4777 or Send us a message

DON'T JUST SURVIVE, THRIVE!

Your digital transformation starts here.

Times are changing fast...faster than ever before.

As you look at the landscape before you, is it a 'Green' slope? Smooth, no bumps and groomed for you? Or, have you slowed to consider which direction to go?



ENTERING UNCHARTED TERRITORY? NEED A ROAD MAP?



This is what we do. We help you overcome the bumps that are slowing down your digital transformation.

Companies who know more about what's ahead and how to adapt are winning the race. The ones who maximize their use of technology through ingenuity will find the right path to continued organic growth, at scale.

See how we helped Signum Instruments get started with their digital transformation.

[VIEW SIGNUM SUCCESS STORY](#)

We do it with creativity, sound business processes and experienced guidance to get you on...**THE FASTRAK™**

Not ready to deep dive? Just want to get started with some projects?



5 MUST-DOS FOR DIGITAL TRANSFORMERS

1. Look your best/Attract

2. Delight your customers

3. Build internal buy-in

4. Connect systems

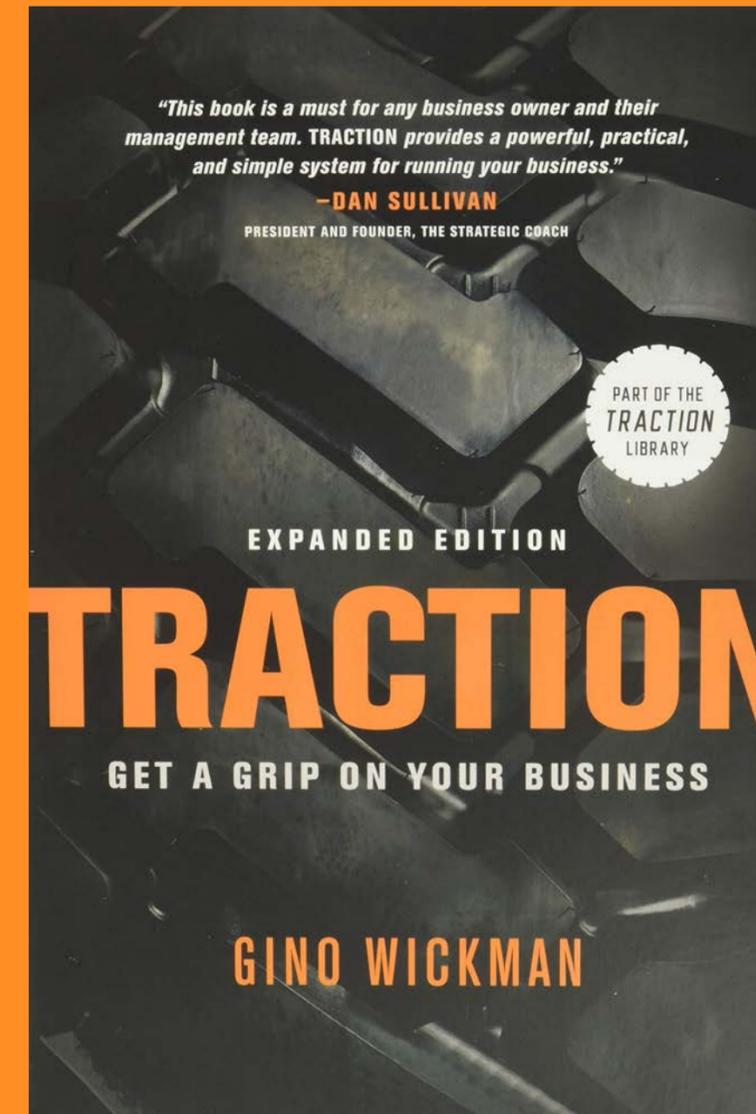
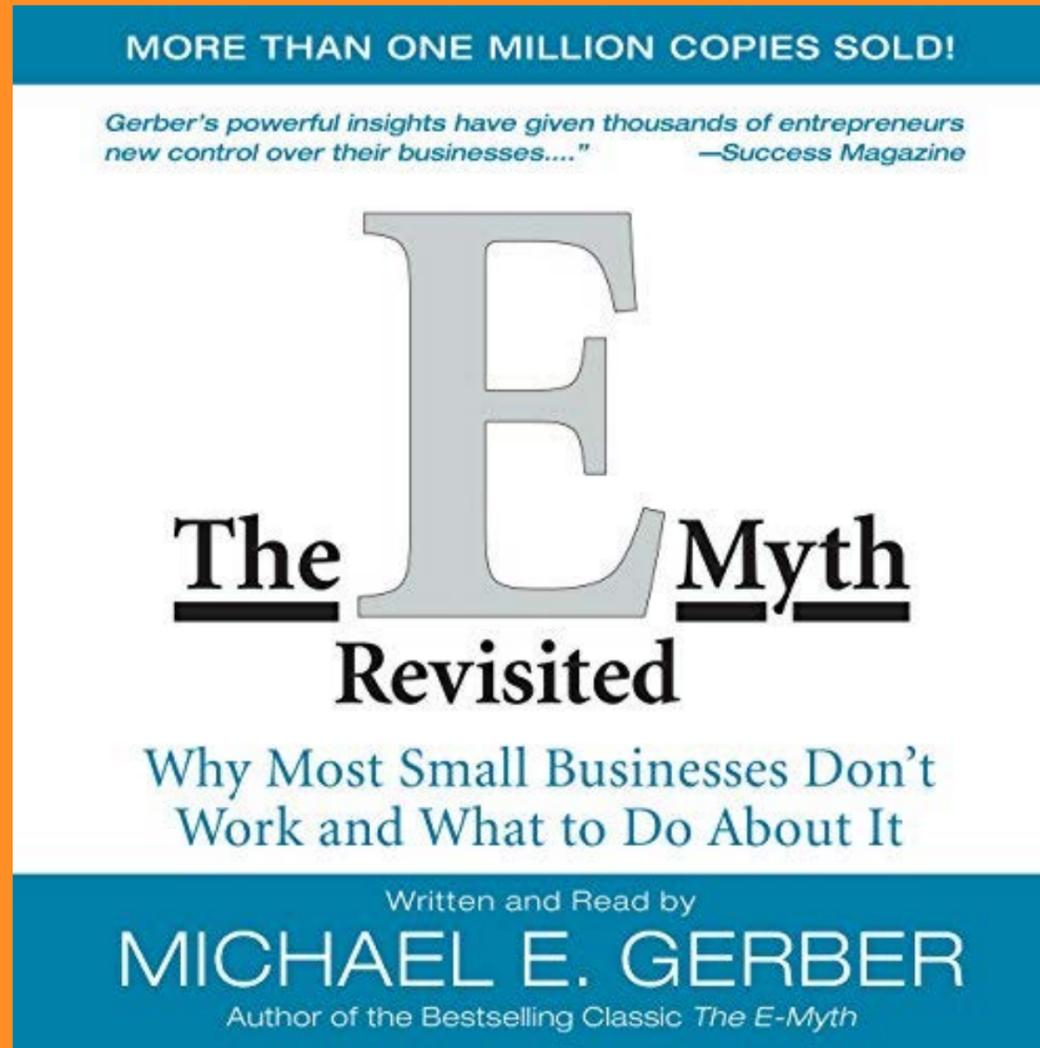
5. Train & troubleshoot

Tip: Get help.

VISTAGE

Private advisory groups for CEOs,
executives and business owners.

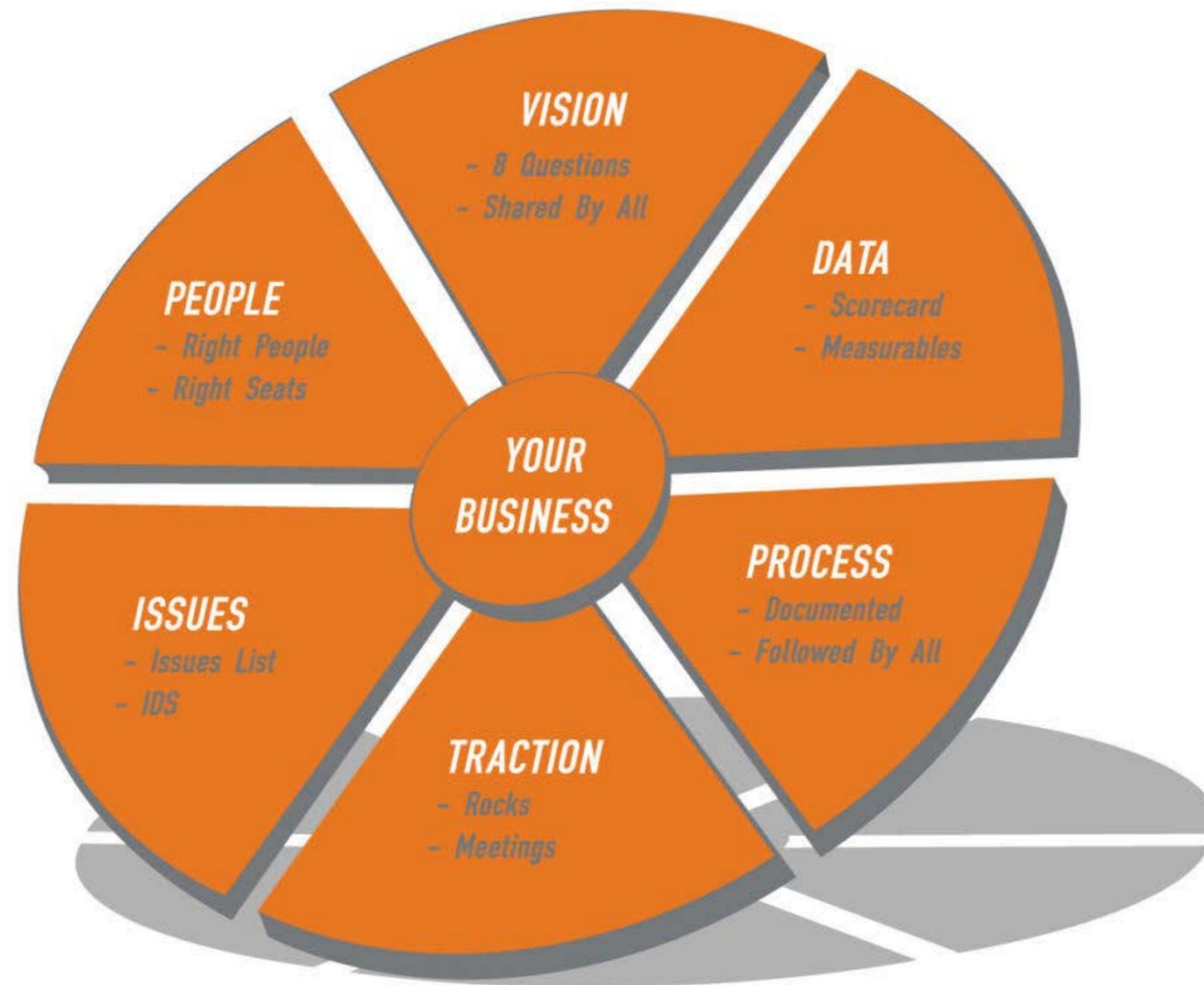
Tip: Read, Listen, Repeat...



Your Digital Transformation will
expose all your weaknesses.



THE EOS MODEL™



The Entrepreneurial Operating System is:

- Complete set of simple concepts
- Practical tools that have helped 000's
- Direct approach to get what you want from your businesses.

The secret to zzzzzs...



Digital Transformation = Headaches (Maybe)

Secrets to a successful transformation.

ssteiner@ontargetagency.com or

ontargetagency.com/sunbelt2021



