

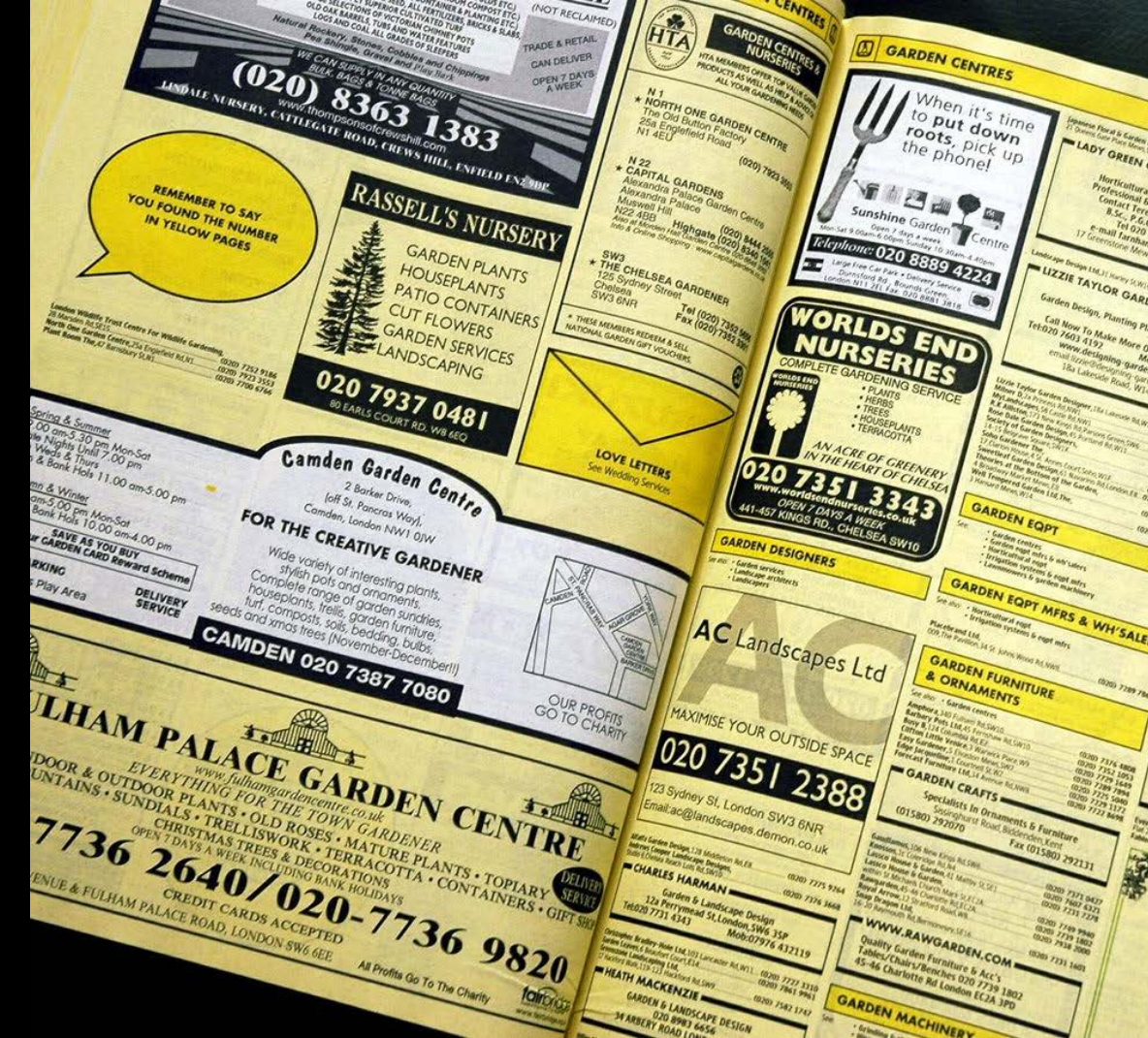
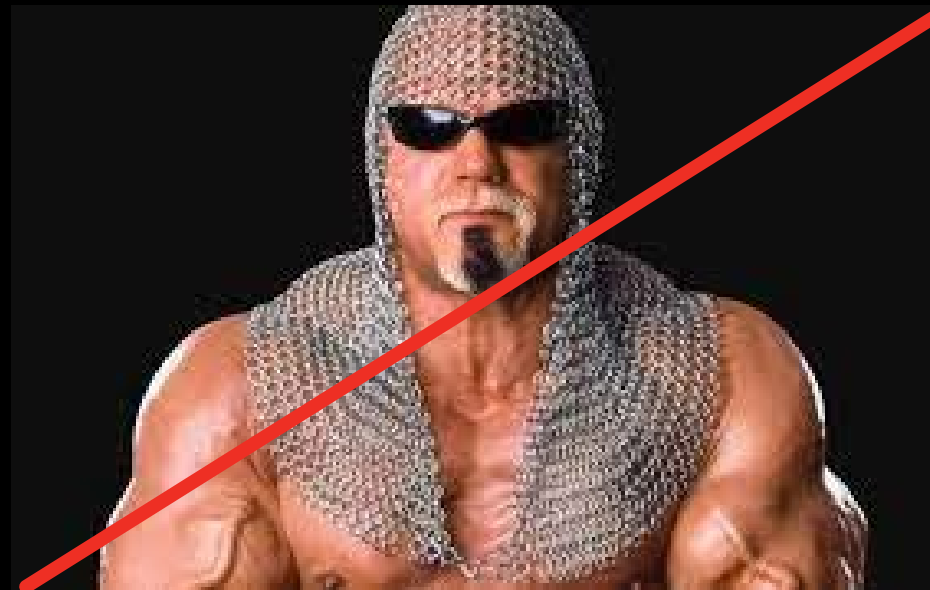


Digital Transformation = Headaches (Maybe)

Secrets to a successful transformation.



Scott Steiner



Founder & CEO



be best in
of view.
Promise
declaratio
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?

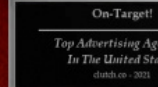
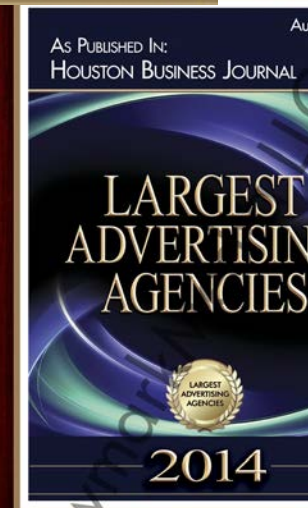
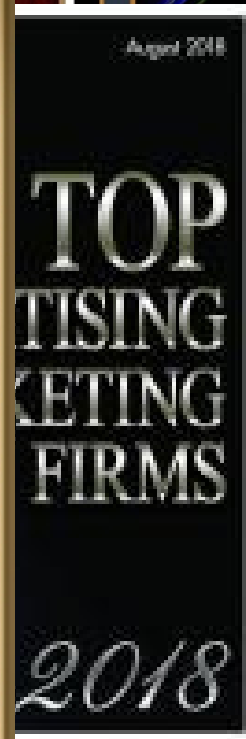


What do you want to learn today?

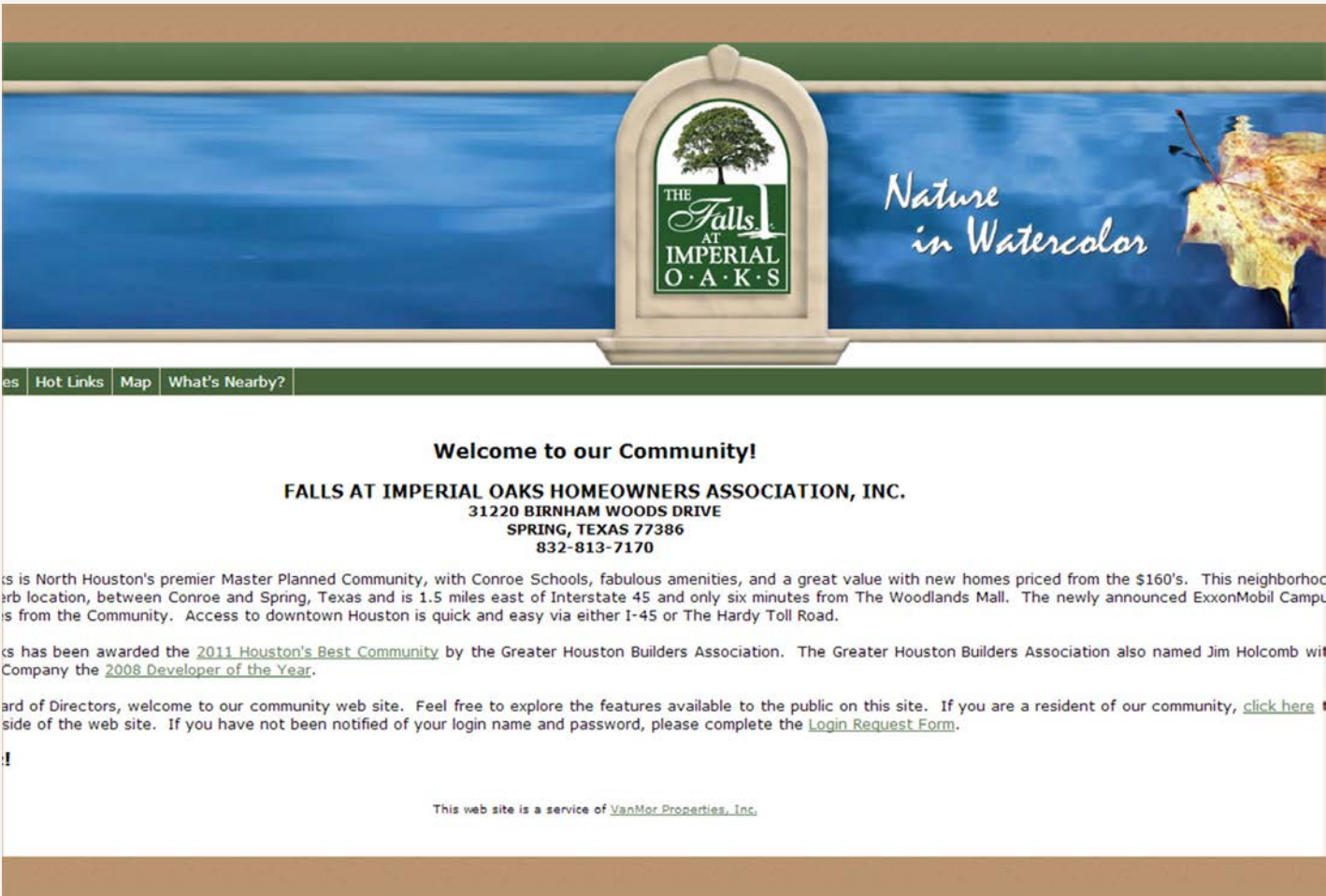
Top 5 most common responses

- ☒ 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?

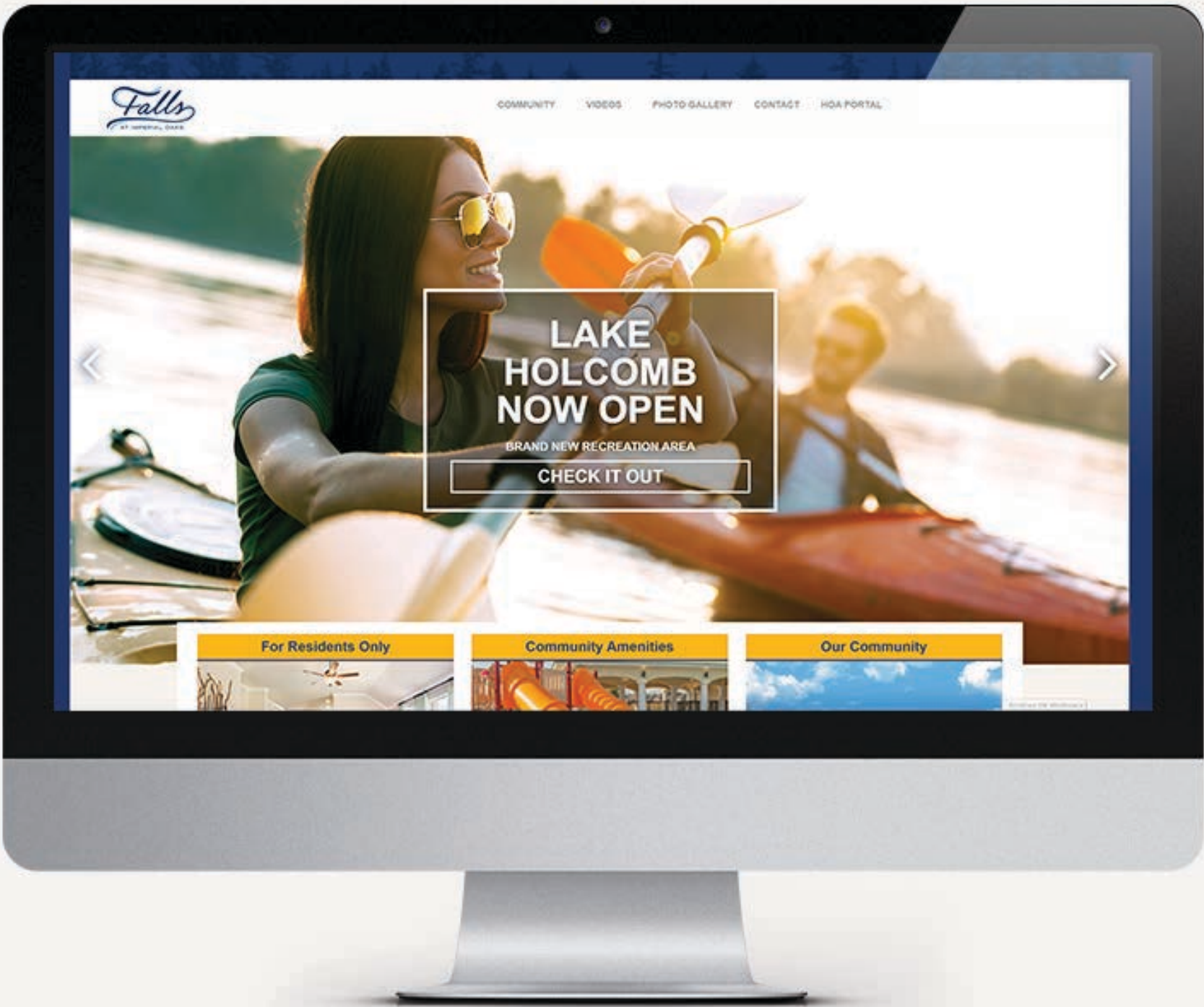




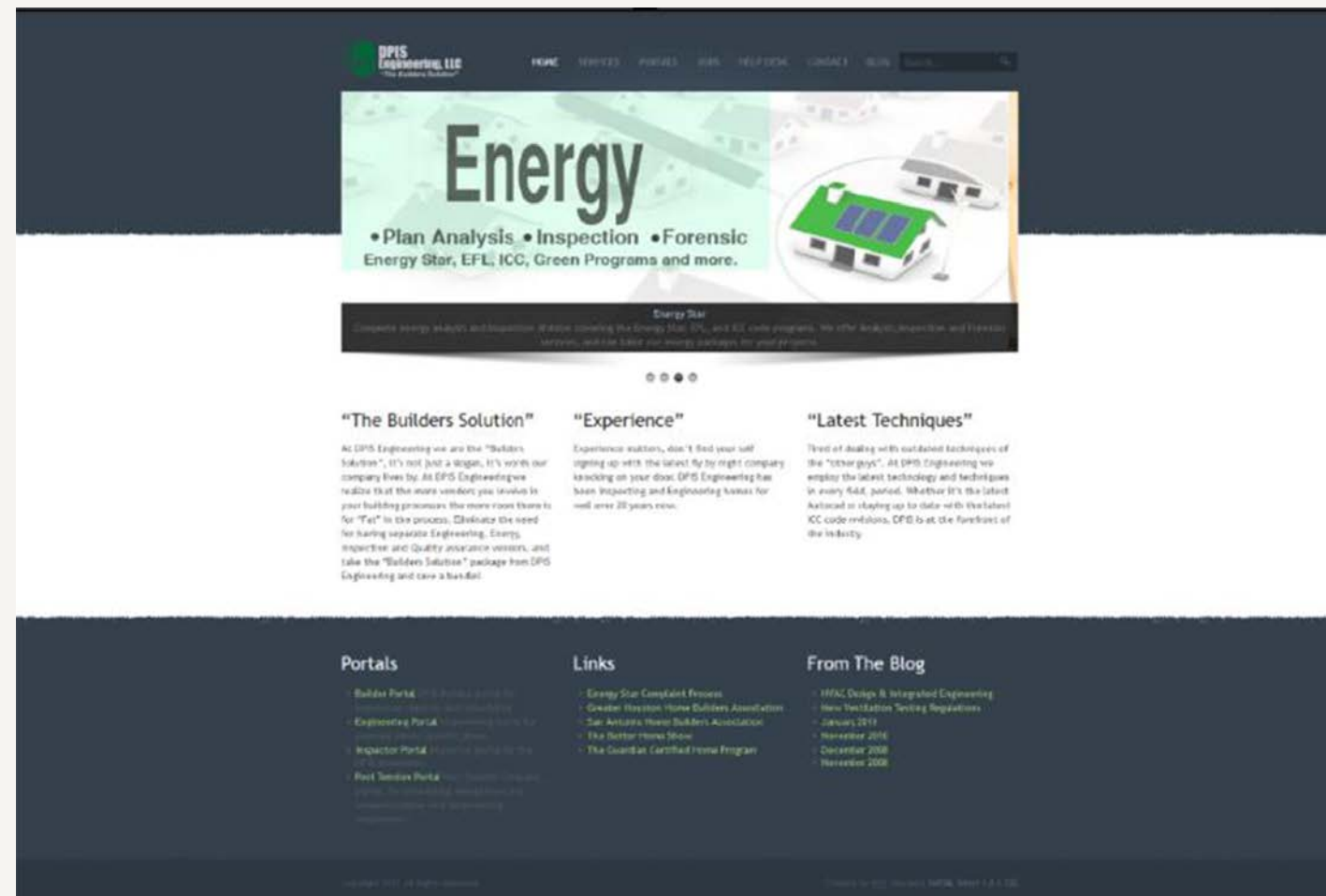
Before



After



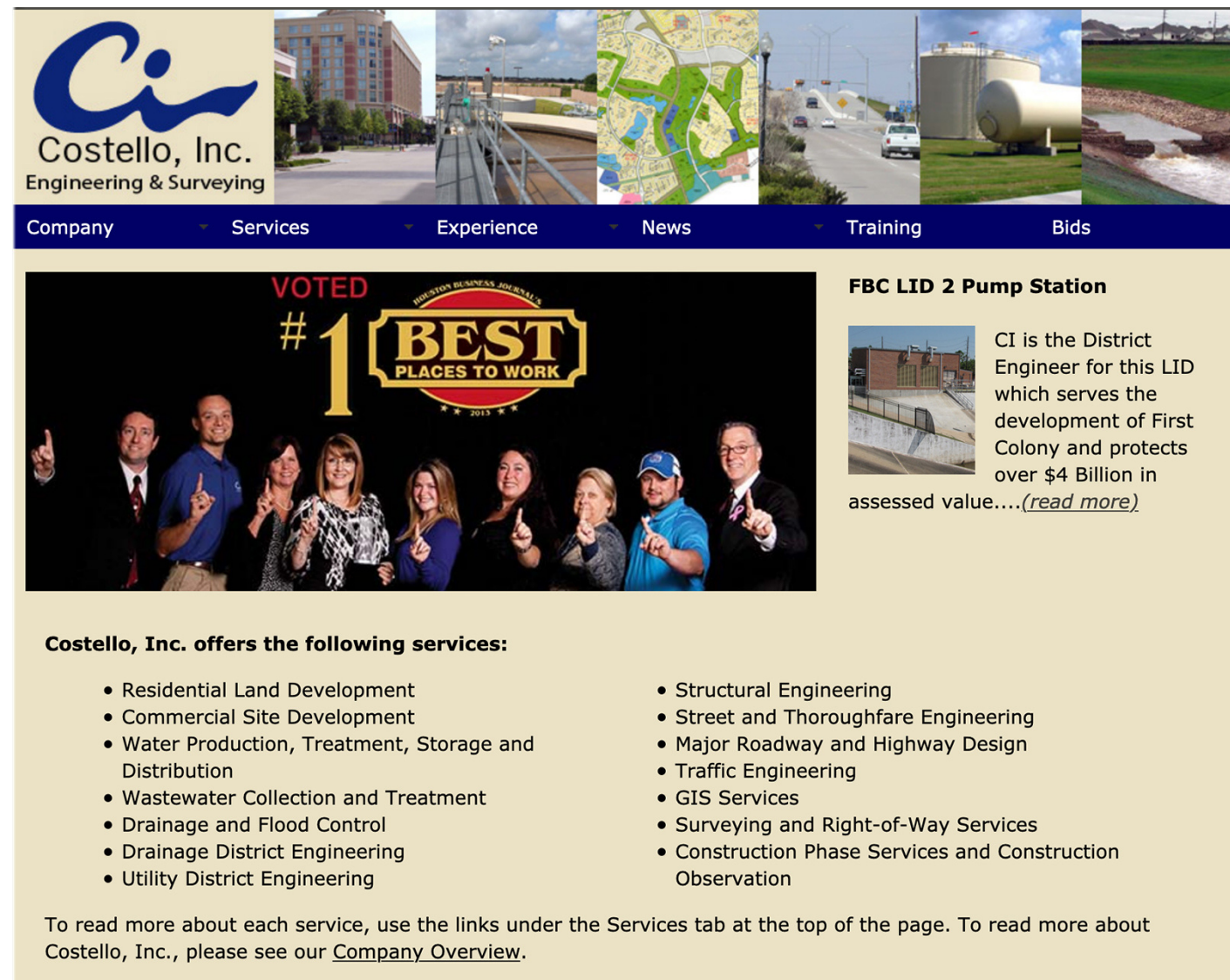
Before



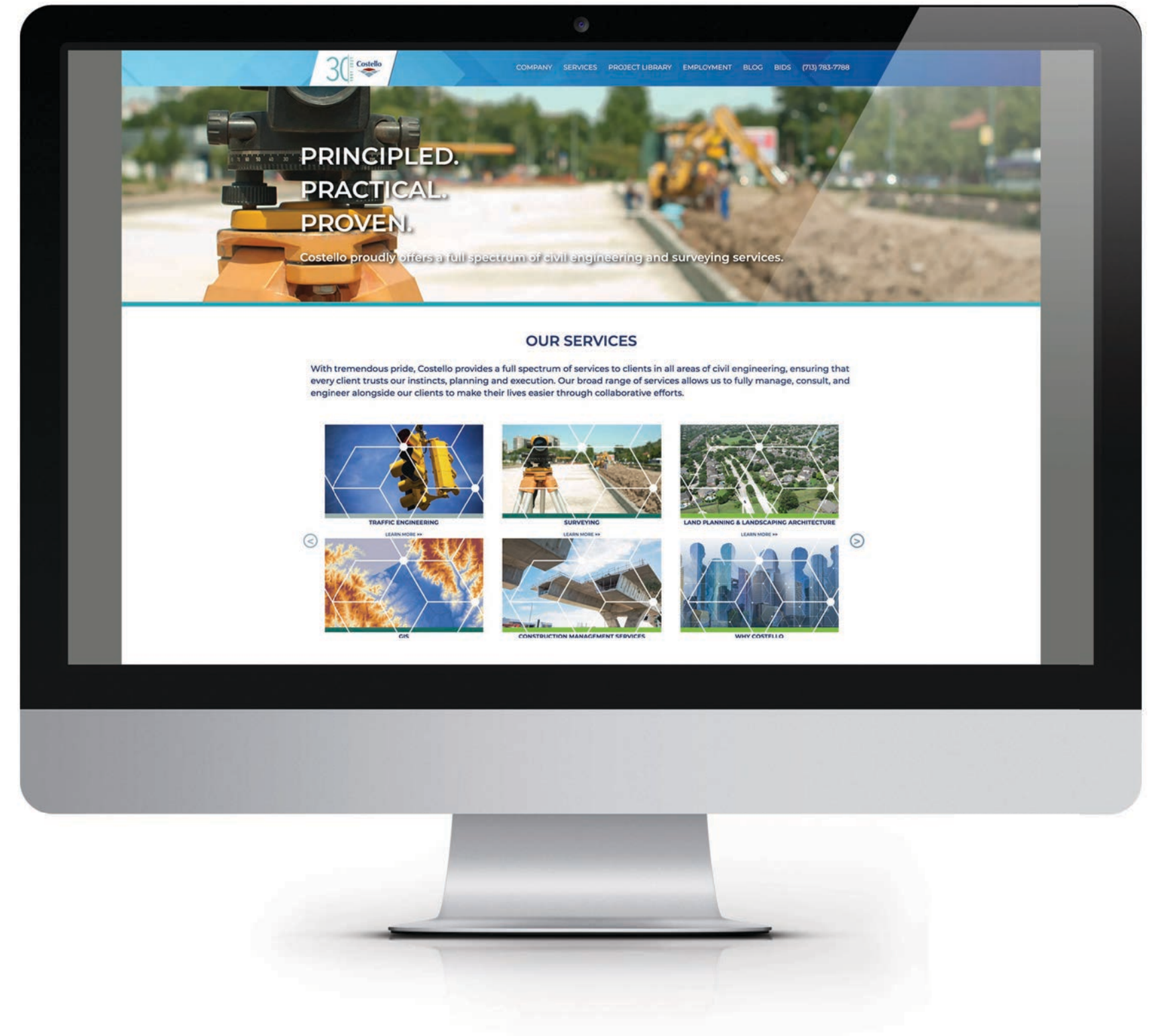
After



Before




After



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.

Make 'em look twice at your modern exterior.

CONFIDENCE THAT LASTS

To Serve is Divine.

DIVINE TREATMENT AT LAST

BUILT TO 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*





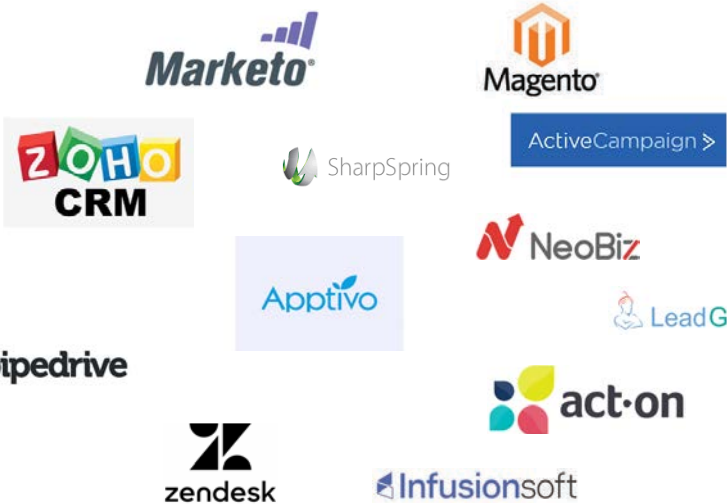
2012 our role changed



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:

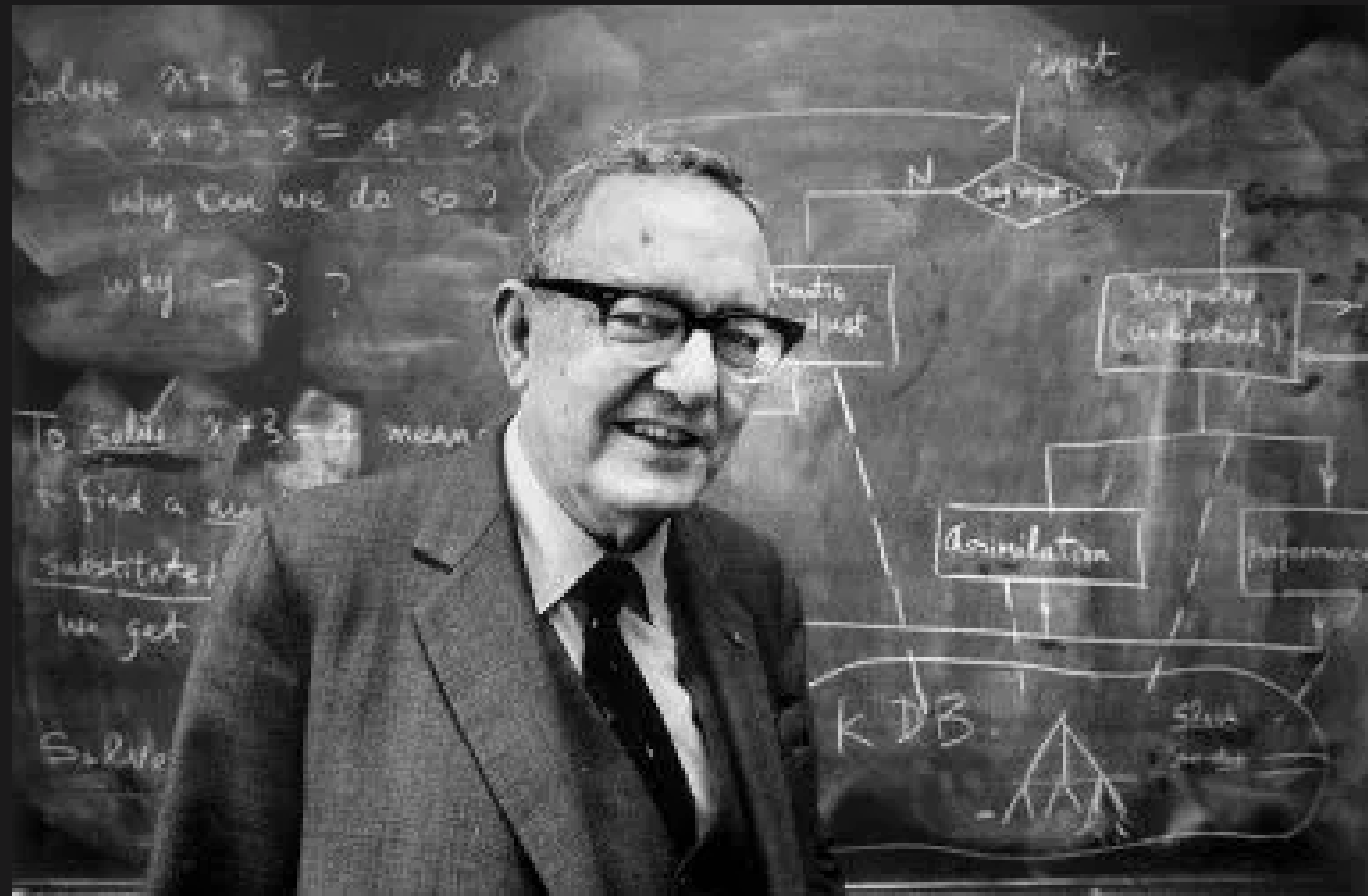
We believe in making shit happen, not just making shit.

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?

A collage of five vertical panels, each showing a person of a different age and ethnicity looking down at a smartphone. From left to right: a young man with dark hair in a light blue shirt; an older man with grey hair and glasses in a dark blue shirt; a young woman with long brown hair in a blue denim shirt; a young man with curly dark hair in a white patterned shirt; and a young woman with long dark hair and glasses in a dark blue shirt. The text "WE'VE GOT THE WHOLE WORLD IN OUR HANDS." is overlaid in the center in a bold, red, sans-serif font.

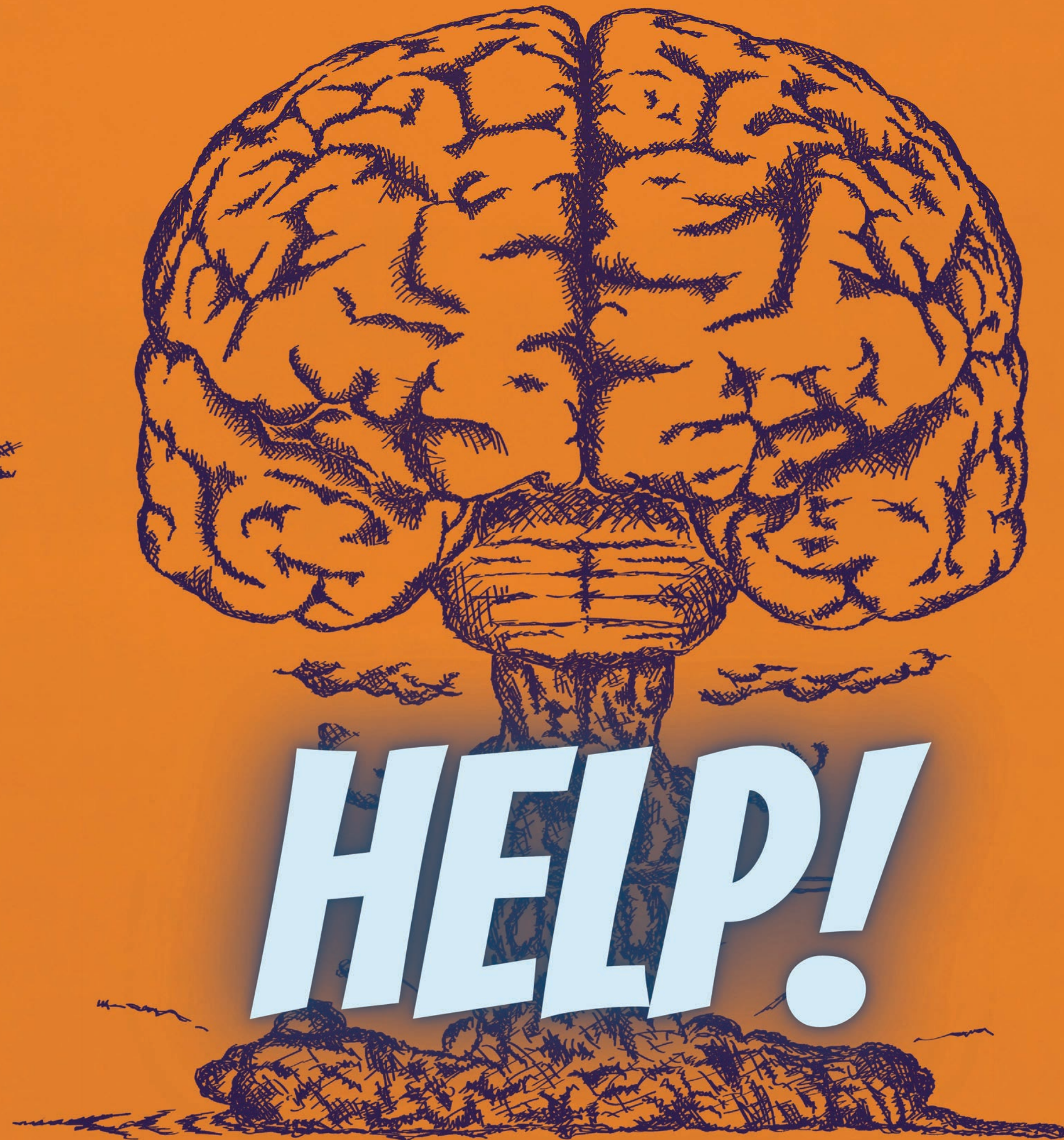
WE'VE GOT THE WHOLE WORLD IN OUR HANDS.



Today's value is attention.



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





CORONAVIRUS

NO HANDSHAKE





74%



of professionals
expect remote work
to become standard

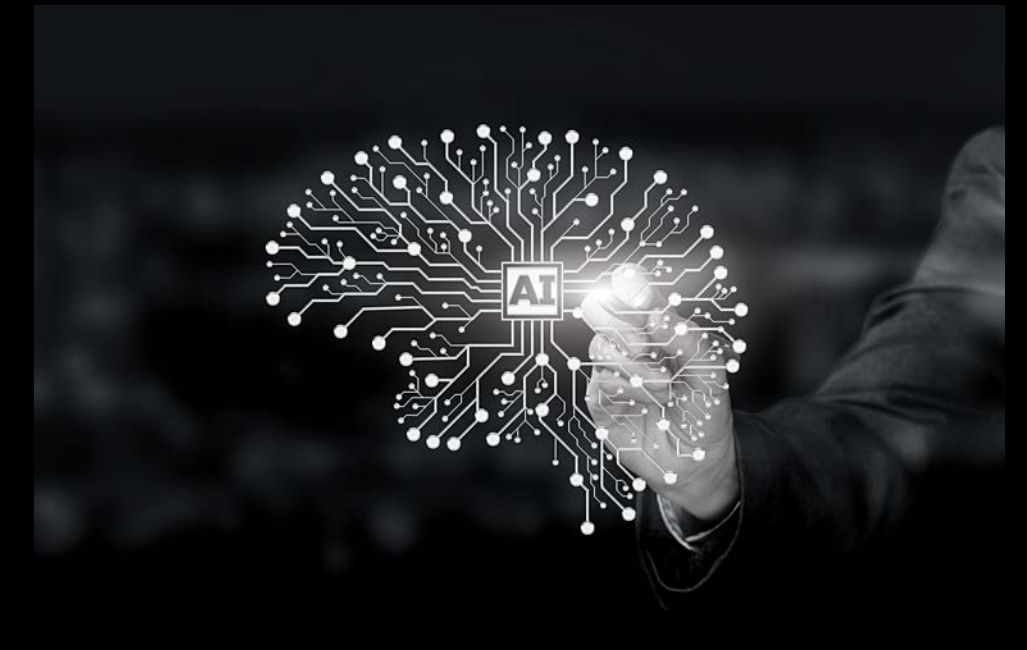




Blockchain Explosion: More than Cryptocurrency
SaaS Models, Enterprise Blockchain, NFTs



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

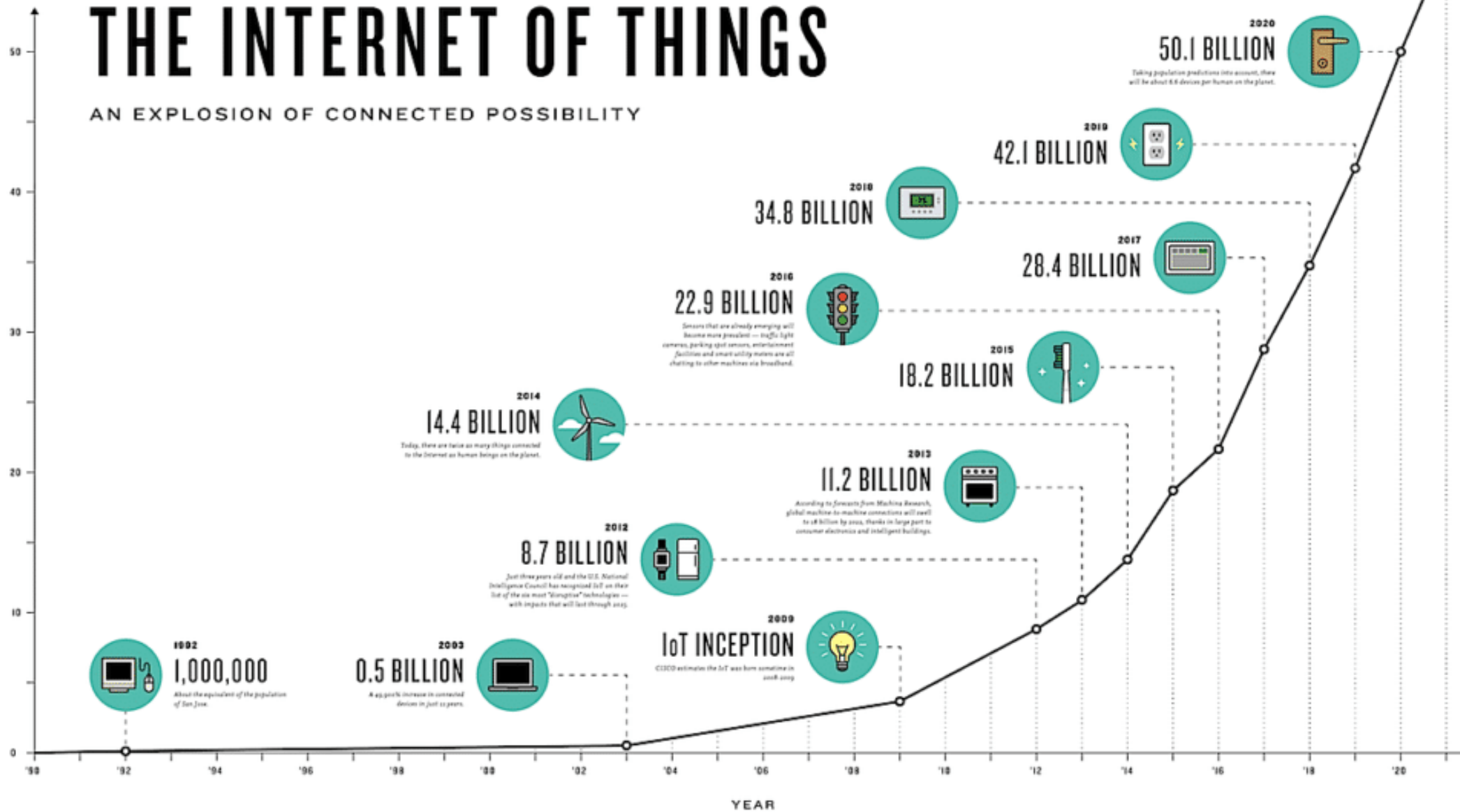


THE INTERNET OF THINGS

AN EXPLOSION OF CONNECTED POSSIBILITY

BILLIONS OF DEVICES

YEAR



Internet
of Things

Everything
will be
connected.



The oldest Millenials are turning 40!

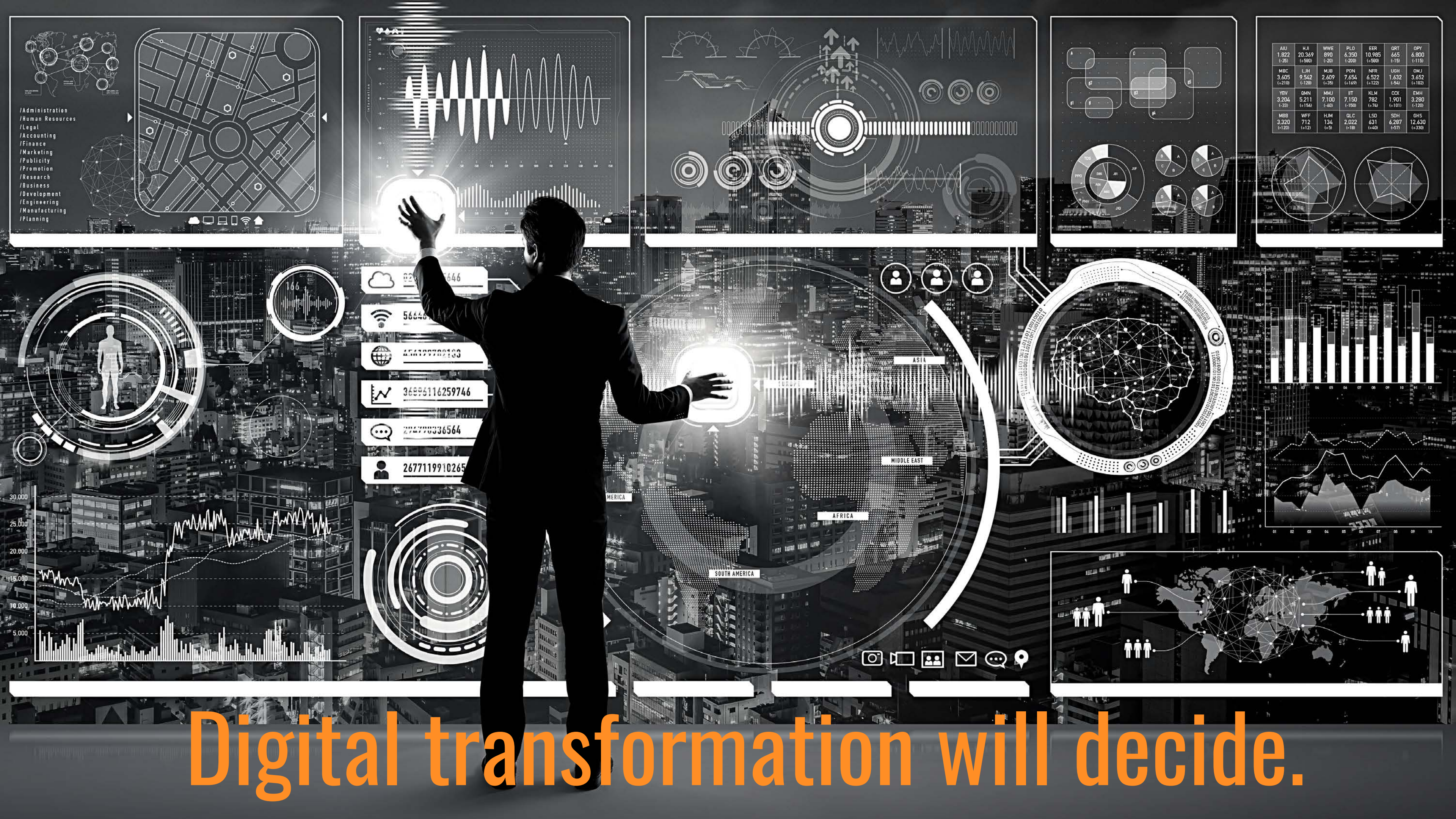
**Is this the
end of the
World as we
know it?**



END ^{OF} THE WORLD

A dramatic landscape at sunrise or sunset. The sun is a bright, glowing orb partially obscured by a large, dark, textured cloud. Sunbeams radiate from the sun, illuminating the scene. Below the main cloud, a range of mountains is visible, with the nearest peaks in deep blue and purple hues, and the valleys filled with mist or low clouds. In the foreground, the silhouettes of evergreen trees are visible against the hazy background. The overall color palette is dominated by warm yellows and oranges from the sun, contrasting with the cool blues and purples of the mountains and sky.

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



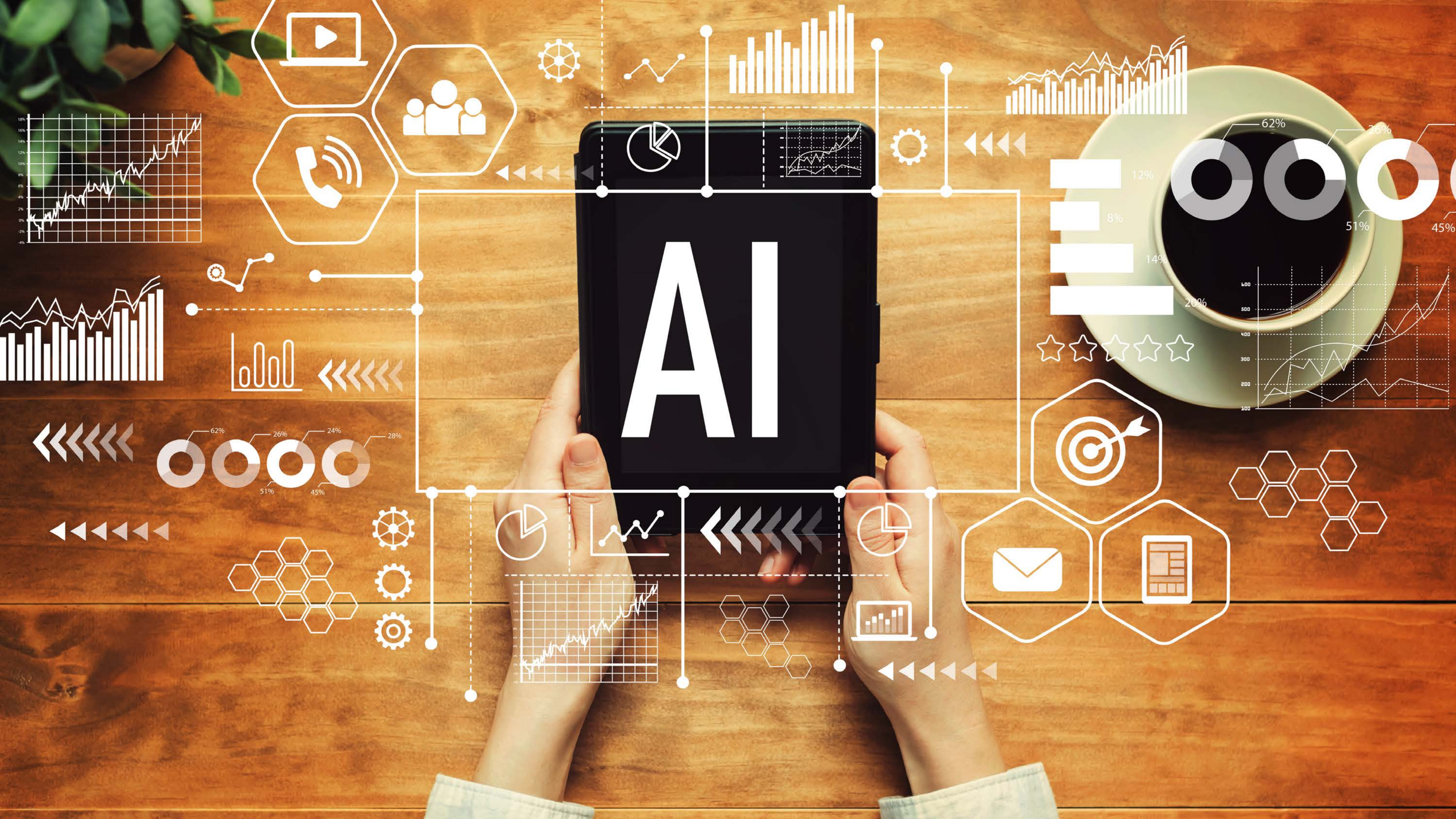
- /Administration
- /Human Resources
- /Legal
- /Accounting
- /Finance
- /Marketing
- /Publicity
- /Promotion
- /Research
- /Business
- /Development
- /Engineering
- /Manufacturing
- /Planning

| | | | | | | | | | | | | | | | | | | | | |
|-----|-------|--------|-----|--------|--------|-----|-------|--------|-----|-------|--------|-----|--------|--------|-----|-------|--------|-----|--------|--------|
| AIU | 1.822 | (-35) | HJI | 20.349 | (+580) | WWE | 890 | (-20) | PLO | 6.350 | (-200) | EER | 10.985 | (+590) | ORT | 445 | (-15) | OPV | 6.800 | (-115) |
| MBC | 3.505 | (+210) | LJH | 9.542 | (+120) | MJB | 2.609 | (+35) | PON | 7.654 | (+169) | NFR | 6.522 | (+122) | UGH | 1.632 | (-54) | OMJ | 3.652 | (+162) |
| YBV | 3.204 | (-33) | OMN | 5.211 | (+156) | MMJ | 7.100 | (-150) | ITT | 7.150 | (-150) | KLM | 782 | (+74) | CCX | 1.901 | (+101) | EMH | 3.280 | (-120) |
| MBB | 3.320 | (-120) | WFF | 712 | (+12) | HJM | 134 | (+5) | QLC | 2.022 | (-18) | LSD | 631 | (+40) | SDH | 6.287 | (-57) | GHS | 12.630 | (+330) |

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- 📶 56646
- 🌐 456123789103
- 📈 36895116259746
- 💬 276778336564
- 👤 2677119910265

Digital transformation will decide.





**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

0% 100%

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

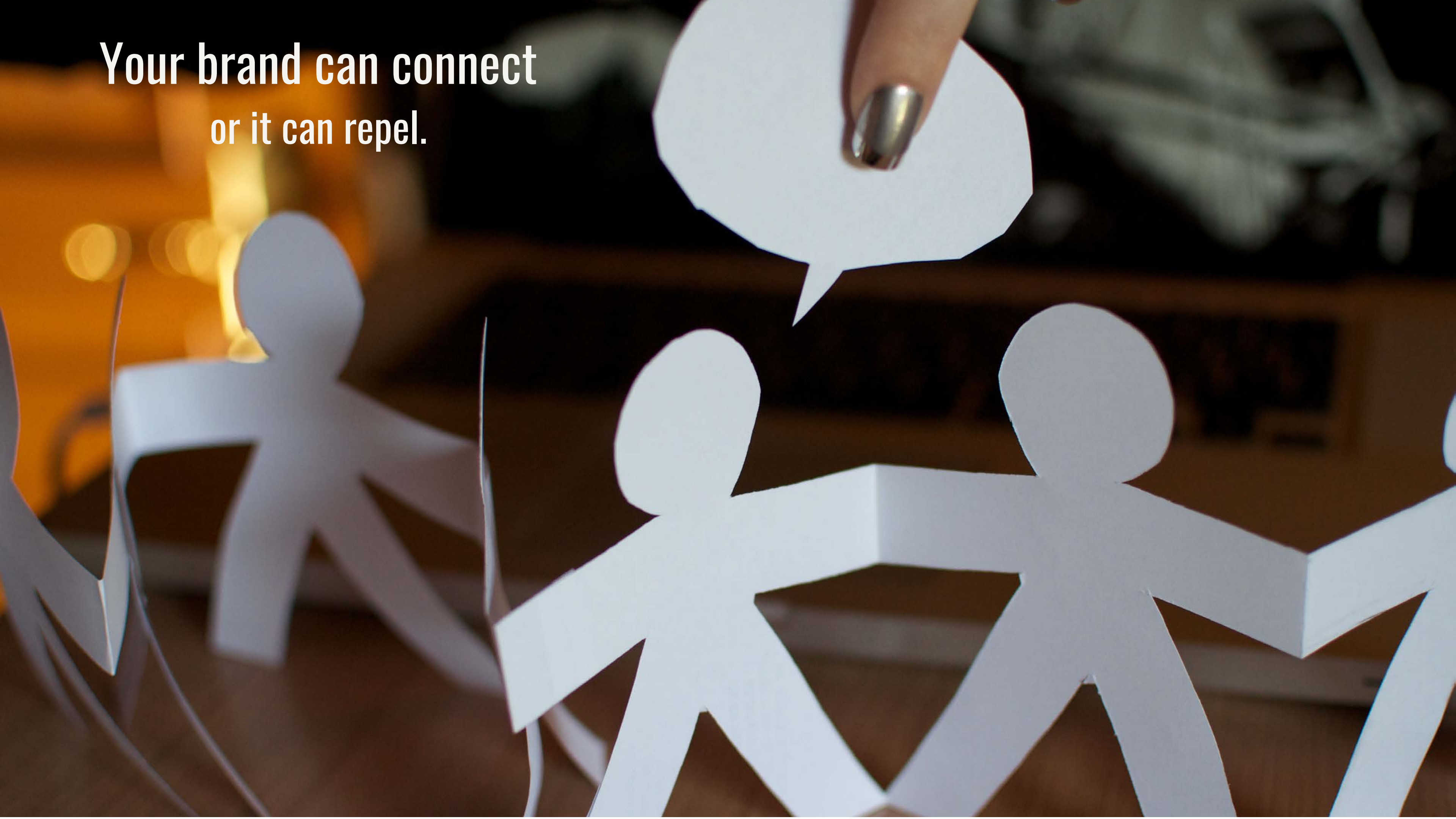
- Increased accuracy when it comes to crunching numbers and record-keeping
 - More ways to communicate and collaborate
 - Improved efficiency of day-to-day operations
 - **More time to do the things we love**
- 



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

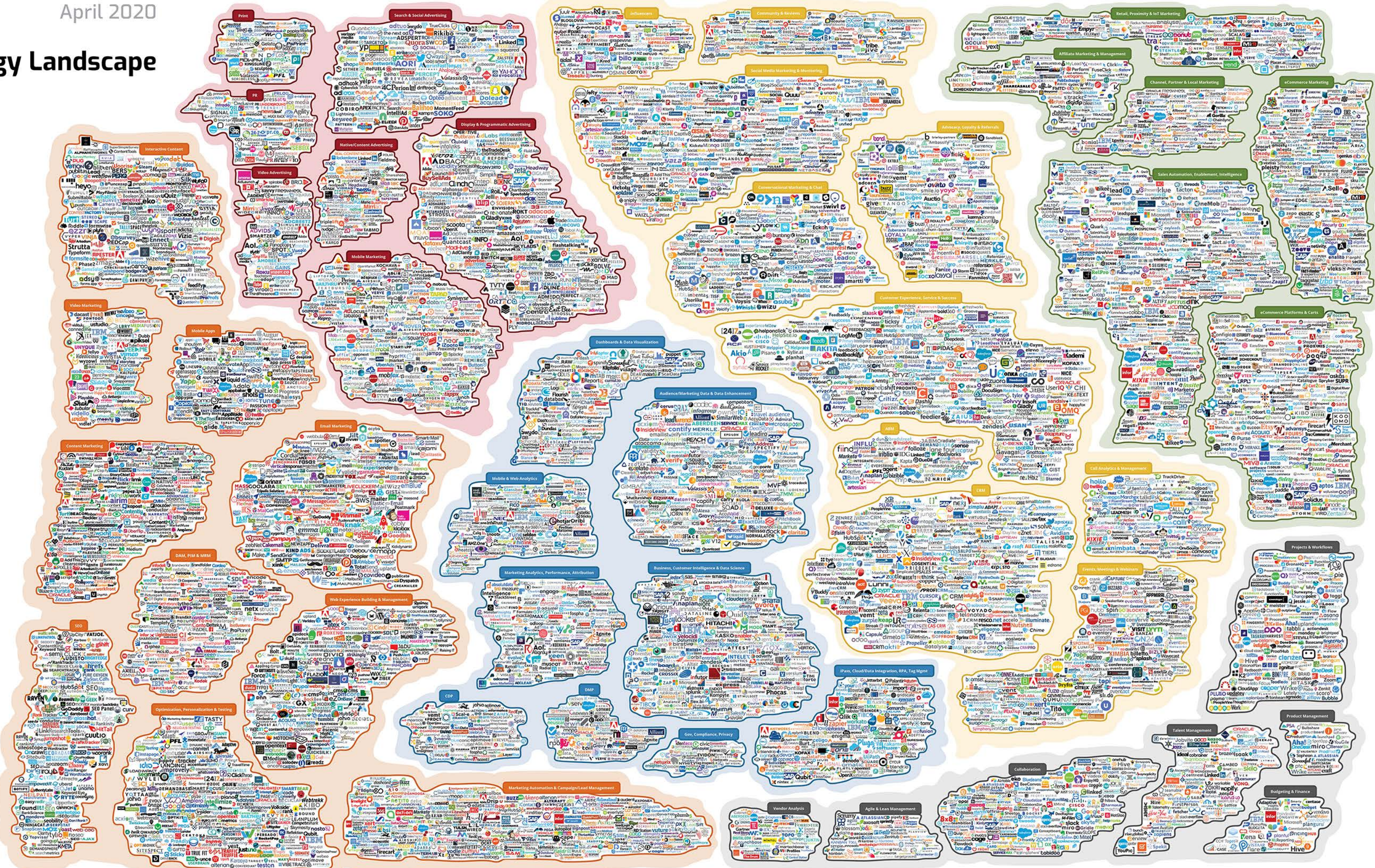
3,874 solutions

2015

1,876 solutions

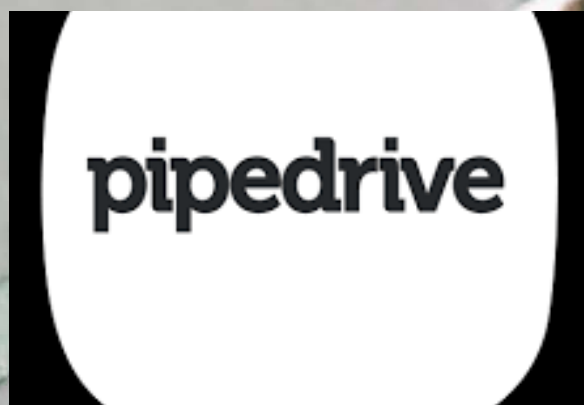
2014

947 solutions

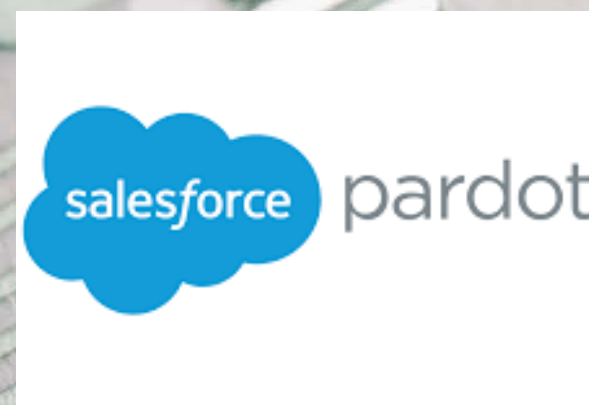


top tech

Modern CRM



Marketing Automation



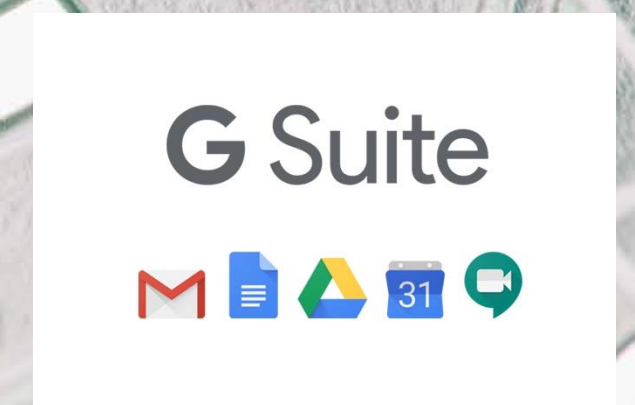
Sales Enablement



Service Automation



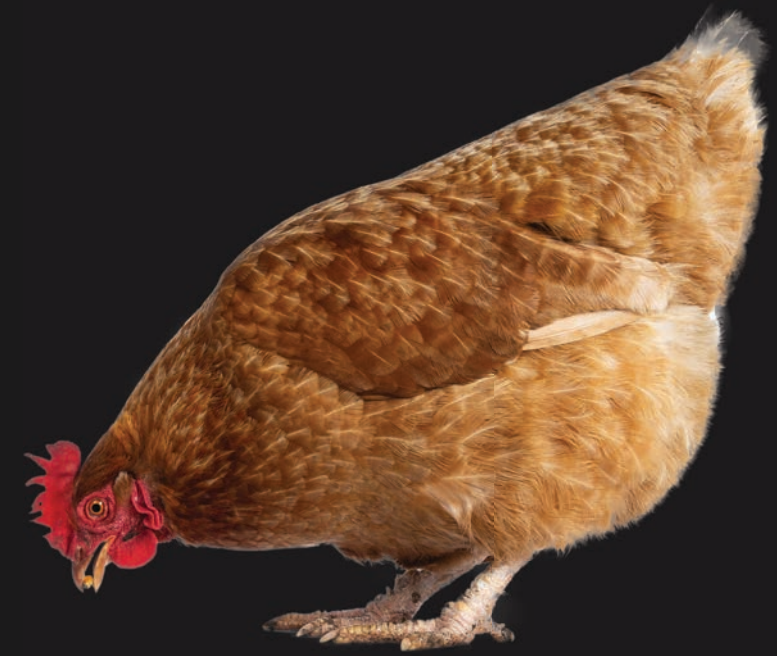
Internal Communication





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 of the slide is a complex, abstract graphic. It features a dense arrangement of overlapping triangles in various shades of gray, black, and white. Interspersed among these triangles are several large, bold exclamation marks, some in black and some in white, creating a sense of urgency and warning. The overall composition is dynamic and visually busy.

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

Top 10 reasons your Digital Transformation is failing:

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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.

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Top 10 reasons your Digital Transformation is failing:

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2. Your existing (IT) team is implementing it.
3. Your budget isn't changing.

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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.

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5. You're not seeing the bigger picture (Lost Vision)

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8. Your Digital Transformation team is on an island.

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9. You haven't adequately emphasized training.

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8. Your Digital Transformation team is on an island.
9. You haven't adequately emphasized training.
10. You're not including the right stakeholders.

A laptop screen displays a video call with four participants: two men and two women, all smiling. The background of the laptop screen is a blurred office setting. Overlaid on the left side of the laptop screen is a large advertisement for Centric Fiber. The ad features the Centric Fiber logo at the top left, followed by the headline "Built for the Speed of Life" and the subtext "Start with the fastest, most reliable fiber internet." Below this, there are two icons: a download arrow and a cloud upload arrow, each followed by the text "1GB Download" and "1GB Upload" respectively. At the bottom of the ad is a green "GET STARTED" button. In the bottom right corner of the laptop screen, there is a small chat bubble with a cartoon character icon and the text "Have any questions? I'm happy to help." The browser's address bar at the top shows "centricfiber.com".



All connected to delight their customers



HubSpot

Survey123
for ArcGIS

ArcGIS

smartsheet

QuickBooks

zapier

Ready

Office 365

All connected to delight their shareholders



HubSpot

Survey123
for ArcGIS



ArcGIS



smartsheet



QuickBooks

zapier



Office 365

← → ↻

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

Contacts

Conversations

Marketing

Sales

Service

Automation

Reports

Workflows

79 Workflows

All workflows

Workflows with errors

Unused workflows

Recently deleted

Search for workflows

Status

Creator

Type

Tool created from

| | NAME | TYPE | TOTAL ENROLLED | ACTIVE ENROLLED | LAST UPDATED | CREATED |
|--------------------------|--|------------------|----------------|-----------------|--------------------------------------|--|
| <input type="checkbox"/> | Provision Requests | Company Standard | 2 | 0 | Jul 2, 2021 by Rylie Bryand | Jul 1, 2021 by Rylie Bryand |
| <input type="checkbox"/> | 1- Customer is Subscriber | Contact Standard | 63 | 0 | Jun 25, 2021 by Rylie Bryand | Feb 1, 2021 by Rylie Bryand |
| <input type="checkbox"/> | TEST - 1 - New Service Address ready for Trench - Service Stage (cloned) | Company Standard | 0 | 0 | Jun 15, 2021 by Brandon Spaulding | Jun 15, 2021 by Brandon Spaulding |
| <input type="checkbox"/> | Texas Gas | ... | ... | ... | Jun 11, 2021 by Brandon Spaulding | Apr 15, 2021 by Rylie Bryand |
| <input type="checkbox"/> | Pipeline is "Texas Gas", Ticket status is "New Service Request" | Ticket Standard | 0 | 0 | Jun 9, 2021 by Trey Mitchell | Jun 9, 2021 by Ticket pipeline settings |
| <input type="checkbox"/> | 0 - Data Syncs | ... | ... | ... | Apr 28, 2021 by Brandon Spaulding | Jan 15, 2021 by Brandon Spaulding |
| <input type="checkbox"/> | Authenticate Form Submission | Contact Standard | 64 | 0 | Mar 16, 2021 by Rylie Bryand | Mar 16, 2021 by Rylie Bryand |
| <input type="checkbox"/> | Archive | ... | ... | ... | Feb 9, 2021 by Rylie Bryand | Feb 9, 2021 by Rylie Bryand |
| <input type="checkbox"/> | 2 - Setup Process | ... | ... | ... | ... | ... |
| <input type="checkbox"/> | 5 - Chatbot | ... | ... | ... | ... | ... |
| <input type="checkbox"/> | Sales | ... | ... | ... | ... | ... |
| <input type="checkbox"/> | Drafts & Testing | ... | ... | ... | ... | ... |
| <input type="checkbox"/> | 4 - Support | ... | ... | ... | ... | ... |
| <input type="checkbox"/> | Router Return | ... | ... | ... | ... | ... |
| <input type="checkbox"/> | 1 - Acquisition Process - Provide Service | ... | ... | ... | ... | ... |
| <input type="checkbox"/> | Network Alerts | ... | ... | ... | ... | ... |
| <input type="checkbox"/> | 3 - Acquisition Process - Buyer/Shopper Data Capture | ... | ... | ... | ... | ... |

← → ↻

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

Contacts

Conversations

Marketing

Sales

Service

Automation

Reports

Sales Manager

Create dashboard

Actions

Add report

Filter dashboard

Closed deal amount vs. goals

Date range: This entire year | Frequency: Monthly

Revenue goal Closed amount in company currency

| Month | Revenue goal | Closed amount in company currency |
|----------|--------------|-----------------------------------|
| Jan 2021 | \$0.00 | \$0.00 |
| Feb 2021 | \$0.00 | \$0.00 |
| Mar 2021 | \$0.00 | \$10,000,000.00 |
| Apr 2021 | \$0.00 | \$10,000,000.00 |
| May 2021 | \$0.00 | \$80,000,000.00 |
| Jun 2021 | \$0.00 | \$80,000,000.00 |
| Jul 2021 | \$0.00 | \$80,000,000.00 |
| Aug 2021 | \$0.00 | \$80,000,000.00 |
| Sep 2021 | \$0.00 | \$80,000,000.00 |
| Oct 2021 | \$0.00 | \$80,000,000.00 |
| Nov 2021 | \$0.00 | \$80,000,000.00 |

Deal leaderboard - amount closed by rep with stage breakdown

Date range: In the last 30 days

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)

| 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) | Total |
|----------------|-----------------------|---|---|-------------------------------------|-------------------------------|-----------------------------|-----------------|
| 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

Direct traffic Offline sources

| Month | Direct traffic | Offline sources |
|----------|----------------|-----------------|
| Jan 2021 | 0 | 0 |
| Feb 2021 | 0 | 0 |
| Mar 2021 | 0 | 30 |
| Apr 2021 | 0 | 30 |
| May 2021 | 0 | 40 |
| Jun 2021 | 0 | 40 |
| Jul 2021 | 0 | 40 |
| Aug 2021 | 0 | 40 |
| Sep 2021 | 0 | 40 |
| Oct 2021 | 0 | 40 |
| Nov 2021 | 0 | 40 |

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 See more

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

2. Create record Actions Create ticket "Initial Provision - Company: Street address" and assign it to GigaGuide

3. Delay for a set amount of time Actions 1 hour

4. When branch Actions First, check Close Date Known Home Close Date is known

Close Date Known Close Date Unknown

5. Send internal email notification Actions Send email "Subscriber Provision Request - Company: Street address" to Mekico Wilson, Vernon Callantine, Rylie Bryand, Carl John Brenning, GigaGuide

6. Delay until event happens Actions Property value changed Delay up to 1,825 days Go to action

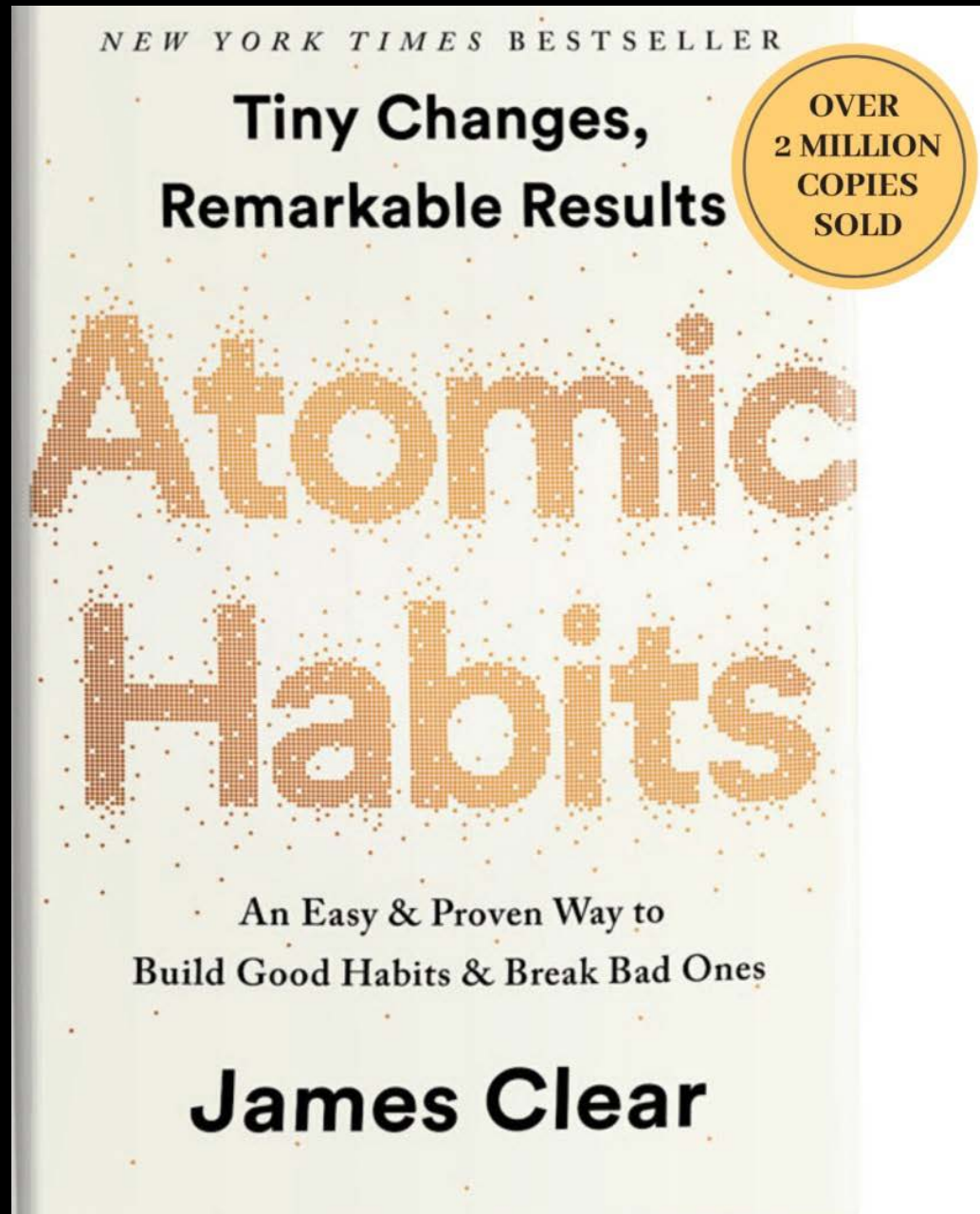
7. Create record Actions Create ticket "Subscriber Provision - Company: Street address" and assign it to GigaGuide

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

A dramatic landscape at sunrise or sunset. A bright sun is positioned behind a large, dark, billowing cloud in the upper center, creating a strong lens flare and casting a warm, golden glow across the sky. Below the main cloud, a range of mountains is visible, with the sun's rays filtering through the valleys and creating a hazy, atmospheric effect. The foreground shows the silhouettes of evergreen trees on a hillside, with some foliage catching the low light. The overall color palette is dominated by warm oranges, yellows, and deep blues.

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)

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

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

Date _____

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

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

| | | |
|---------|---|-------|
| 1 _____ | → | _____ |
| 2 _____ | → | _____ |
| 3 _____ | → | _____ |

| ISSUE I WILL ADDRESS TODAY | TO WHAT WILL I CONTRIBUTE |
|----------------------------|---------------------------|
| | |

LOVE DOING / GREAT AT **LIK**

| | |
|--|--|
| | |
| | |
| | |
| | |

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

| | |
|--|--|
| | |
| | |
| | |
| | |

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

Be purposefully thankful.

I WILL THANK:

(team member, customer, vendor)

I'M THANKFUL FOR:

(vision or core values)

| | | |
|---------|---|-------|
| 1 _____ | → | _____ |
| 2 _____ | → | _____ |
| 3 _____ | → | _____ |

core values

Tip: Make them part of everyday.





Leadership Planner

Date _____

| | |
|--|--|
| I WILL THANK: <i>(team member, customer, vendor)</i> | I'M THANKFUL FOR: <i>(vision or core values)</i> |
| 1 _____ → | _____ |
| 2 _____ → | _____ |
| 3 _____ → | _____ |

| ISSUE I WILL ADDRESS TODAY | TODAY I WILL SIMPLIFY |
|----------------------------|-----------------------|
| | |

| LOVE DOING / GREAT AT | LIKE |
|-----------------------|------|
| | |
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| | |

| DON'T LIKE DOING / GOOD AT | DISLIKE |
|----------------------------|---------|
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| | |
| | |

| 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> |
|--|--|
| ■ _____ | ■ _____ |
| ■ _____ | ■ _____ |
| ■ _____ | ■ _____ |
| ■ _____ | ■ _____ |
| ■ _____ | ■ _____ |
| ■ _____ | ■ _____ |

Profits
MAKE SHIT HAPPEN

On-Target!™

281.444.4777
www.ontargetagency.com

We all have issues.



Leadership Planner

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> |
|--|--|
| ■ _____ | ■ _____ |
| ■ _____ | ■ _____ |
| ■ _____ | ■ _____ |
| ■ _____ | ■ _____ |
| ■ _____ | ■ _____ |
| ■ _____ | ■ _____ |

profits
MAKE SHIT HAPPEN

On-Target!™

281.444.4777
www.ontargetagency.com

Prioritize being the best you.

| LOVE DOING / GREAT AT | LIKE DOING / GOOD AT |
|----------------------------|--------------------------------|
| | |
| | |
| | |
| | |
| | |
| DON'T LIKE DOING / GOOD AT | DON'T LIKE DOING / NOT GOOD AT |
| | |
| | |
| | |
| | |

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 DOING / GOOD AT

DON'T LIKE DOING / GOOD AT

DON'T LIKE DOING / NOT GOOD AT

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

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

Profits
MAKE ~~SHIT~~ HAPPEN

On-Target![™]

281.444.4777
www.ontargetagency.com

Delegate the right things.
Try it for 30 days!

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

[illegible]

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

[illegible]

“

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 🔍 ☆ 🟢 🟡 🟠 🟤 🟦 🟩 🟪 🟫 🟬 🟭 🟮 🟯

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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.™

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

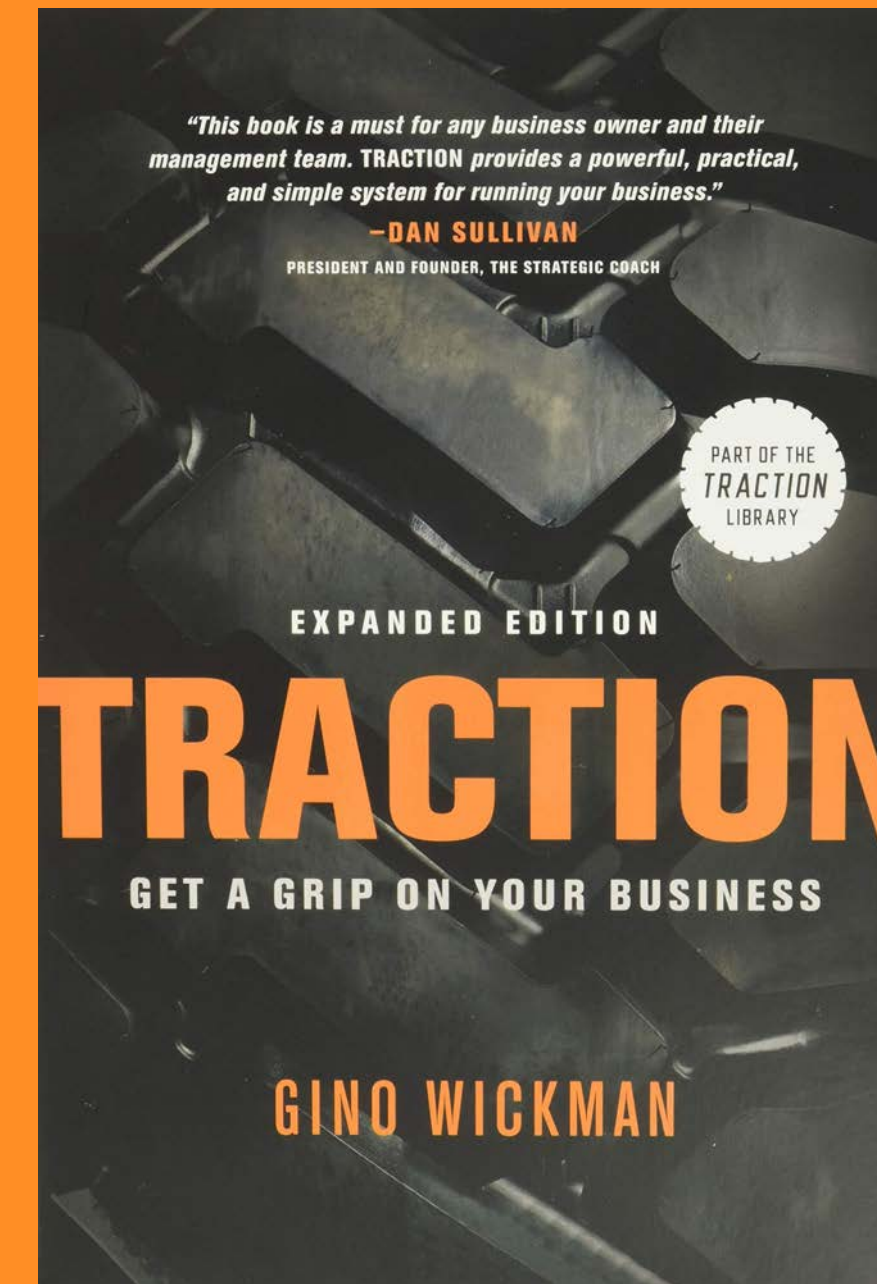
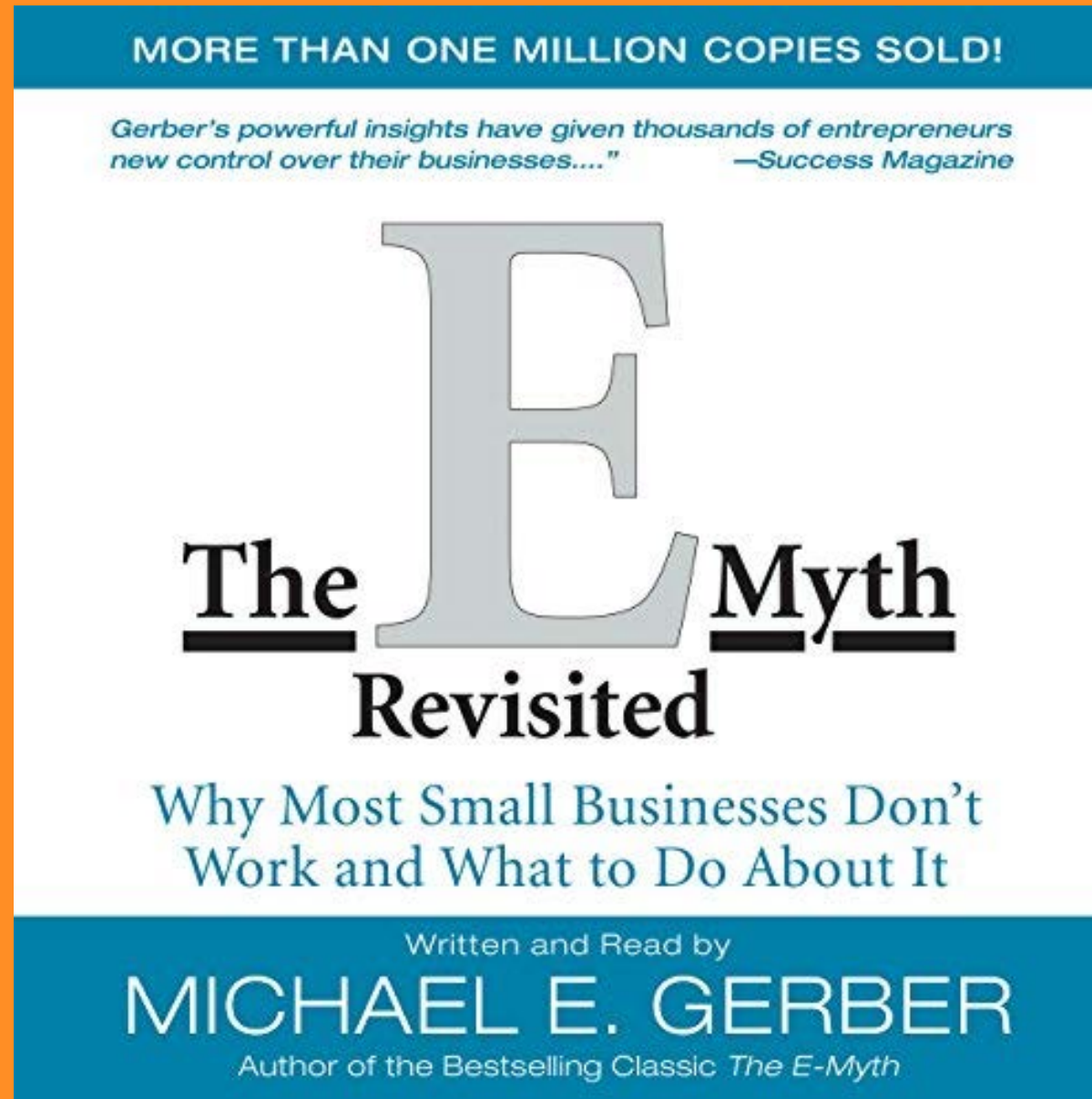
5. Train & troubleshoot

Tip: Get help.

VISTAGE

Private advisory groups for CEOs,
executives and business owners.

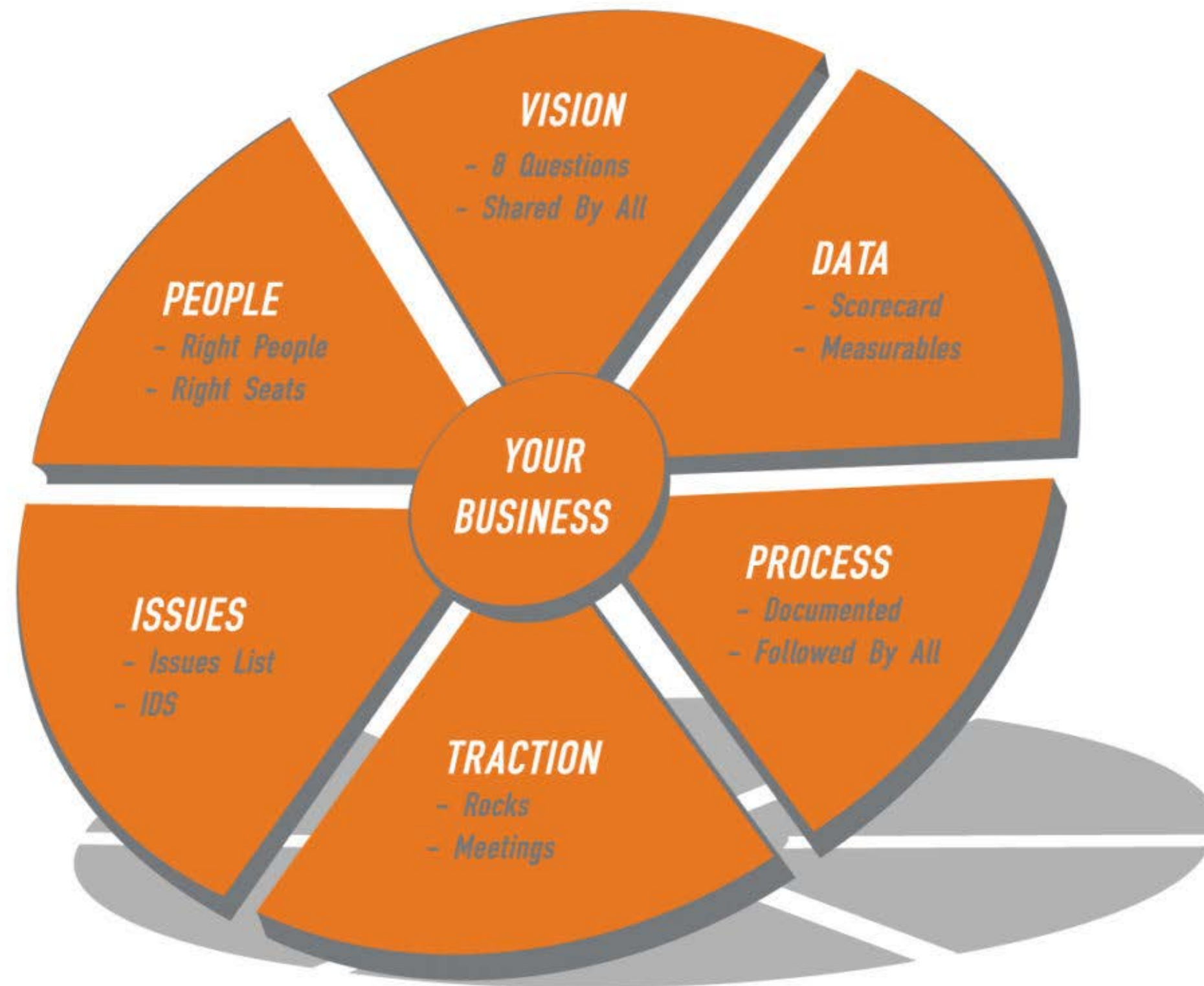
Tip: Read, Listen, Repeat...



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

