

# MAVERICKS MASTER'S MIND

A CHRISTIAN BUSINESS COMMUNITY FOR TRANSFORMATION

**DELIBERATE U**  
christian business mentors



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Like iron sharpening iron - [PROV 27:17](#)

# TRYING TO DO IT ALL ALONE ONLY GETS YOU SO FAR

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As a business owner, you likely got into business with a vision of more freedom and resources while better serving the employees and clients you were entrusted with. Blessings showered, passion and hard work paid off. But now you find yourself dragged down with longer to-do lists and the dull feeling that somehow all of life - not just business - should be different.

## **You find yourself wondering:**

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- ▶ How does my faith fit into every area of business?

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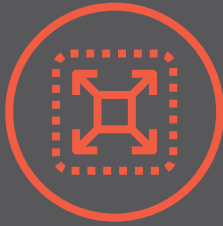
- ▶ How do I run a successful enterprise and still have time for my family and community?

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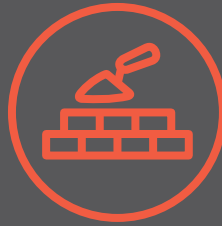
- ▶ How do I better use my business for God's kingdom?

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You know you were designed for something more. You're sure you could get there, if only you could...



**Grow personal capacity** and move from overwhelm to purpose by increasing faith integration at work and at home – while growing deeper with the One who made you.



**Build a flourishing culture** and winning workplace that delivers on-target results, while team members personally thrive.



**Enhance sales and marketing** for a continuous stream of ideal leads that convert into profitable sales.



**Forecast healthy finances** and remove the guesswork by effectively keeping score on what matters most, while driving sustainable results with a kingdom mindset.



**Strategically focus on what's high-value** and most important as you lead at work, home and community.



**Discover close, authentic community** to learn better connecting and coping skills for life and the expansion of God's kingdom.

# ACCELERATE GROWTH IN A CHRISTIAN BUSINESS COMMUNITY

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Increase your personal and business growth by stepping into a God-inspired, God-sized life!

Leading your business doesn't require you to sacrifice what matters most to you. With the right tools and the right surrounding peers, you will cultivate biblical character and practical strategies to sustainably grow both at work and home - so you no longer have to be stuck trying to do it all alone.

The DeliberateU Mavericks Master'sMind is a proven group mentoring process designed to help faith-focused business owners and senior leaders drive better results than you thought possible. Because this is about transformation.







# CHRISTIAN LEADERSHIP MENTORS WHO COME ALONGSIDE YOU

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## **We at DeliberateU are...**

- ▶ Committed disciple-making leaders
- ▶ Called to expand the kingdom through the beauty of business!
- ▶ Spirit-led, seasoned mentors who equip & support from experience, not theory
- ▶ Entrepreneurs who cut their teeth in construction, real estate, training, landscaping & design industries
- ▶ Experienced corporate Fortune 500 leadership consultants & trainers

# COURSE CURRICULUM

## Year 1 – PERSONAL FOUNDATIONS | Grow Yourself, Grow your Capacity

- ▶ KNOW WHO'S YOU ARE: discover & experience your life-changing identity in Christ
- ▶ PERSONAL VISION: fuel your passion while setting a Kingdom direction for you and your business
- ▶ PURPOSEFUL PRIORITIES: maximize your focus and effectiveness by aligning weekly activities with your vision
- ▶ HABITS: establishing helpful rhythms to go the distance
- ▶ BUSINESS STRATEGY: plan & review quarterly your next best move to drive results
- ▶ LEADING FROM THE SCRIPTURES: leading self & others from the Scriptures

## Year 2 – LEADING PEOPLE & CULTURE | Grow your Business

- ▶ RESULTS: increase team clarity & alignment to grow engagement & productivity with *The Better Way™*
- ▶ LEADERSHIP: grow capacity and structure to Lead, Develop & Care for your team
- ▶ TEAM & CULTURE: develop your people & a “Great Place to Work” for retention and sustainability
- ▶ BUSINESS STRATEGY: plan & review quarterly your next best move to drive results
- ▶ LEADING FROM THE SCRIPTURES: leading self & others from the Scriptures

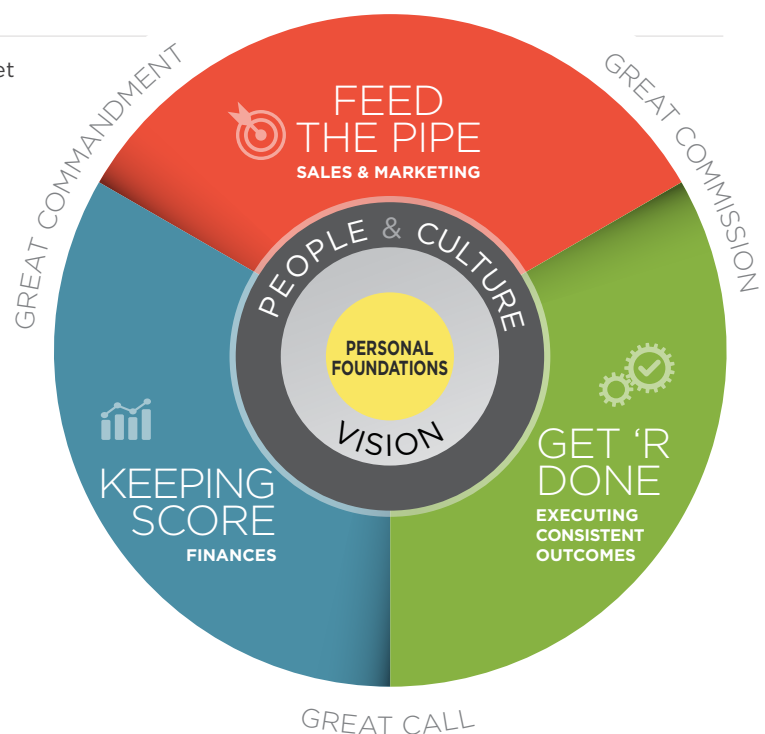
## Year 3 – SCALE YOUR BUSINESS | Multiply your Impact

- ▶ BUILD YOUR MOAT: sharpen & insulate the business for long-term sustainability
- ▶ PLAN FOR SUCCESSION: prepare for the endgame with scaling and “passing the baton”
- ▶ EXPAND YOUR HORIZONS: Grow your mindset & passion, joining God at work both locally & globally
- ▶ BUSINESS STRATEGY: guiding your team's next best move for results
- ▶ DISCIPLING FROM THE SCRIPTURES: investing in others for kingdom advancement

### YEARLY COURSES

(topics may slightly vary)

Communication	Sales & Marketing
Financials	Operations & Processes





# WHAT IS INCLUDED?

In addition to our Leadership Team Training (lighter program for staff with direct reports), we currently offer the following Master’sMind Peer Group:



<b>LEADERSHIP MENTORING</b>	
1x/mth Face-to-Face in-person learning / gathering (3/4 day)	✓
2x/mth Study   Leading self & others from the Scriptures	✓
1x/mth Small Group coaching (with Mentor)	✓
1x/mth Coaching (with Mentor)	✓
Quarterly Review & Plan	
<b>COMMUNITY EVENTS</b>	
Annual Jumpstart Retreat (Summer in Ontario)	✓
“Deliberate Dinner Evening ” connection; 2x / year	✓
<b>TOOLS &amp; RESOURCES included</b>	
Online Business Toolbox; unlimited access	✓
Spousal Leadership Group	✓
Christian Business Leadership DU Podcast	✓
Personalized Coaching App	✓
WhatsApp Community	✓
Books & Journals	✓
<b>EXTRA BUSINESS COURSES</b>	
Specific topics including: Communication, People & Culture, Financials, Sales & Marketing	✓
<b>OPTIONAL EXTRAS</b> (additional fees apply)	
Annual ReBoot Restorative Retreat (Winter in Caribbean)	✓
Leadership Team Training (for staff)	✓
Annual Conference	✓
<b>INVESTMENT</b>	
<b>Up to 83% funded with COJG grant where applicable!</b>	
▶ \$2,600 / month; \$2,000 for any additional leader	
<i>Ask us how!</i>	

# AN INTEGRATED, HOLISTIC APPROACH THAT DRIVES RESULTS

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This is unlike any consultant or coach we've used before - because it starts with personal, Christian foundations... not just business efficiencies or profit.

The community comes alongside with prayer, encouraging and challenging me. DeliberateU has been a God-send for my personal growth and game-changer for our team. What a blessing!"

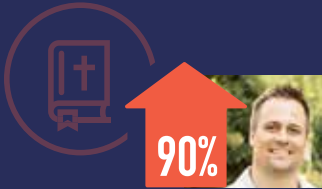
- **TONY SCHENKEL**, Business Owner

We dig deep into our personal walk with the Lord and experience beautiful vulnerability and meaningful connections as sisters in Christ.

My husband is growing and thriving in new ways - held close in a life-giving community. I've seen amazing growth in Anthony and much of that has to do with the learning that we've had here at DU."

- **SARA SCHENKEL**, Business Owner Spouse

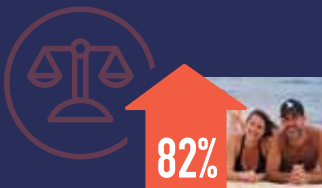
# CLIENT-REPORTED RESULTS



## RELATIONSHIP WITH GOD & PERSONAL CAPACITY

*"I used to know a lot about God, but now I know God! My faith is better integrated into all areas of life and I now experience Him in a real, tangible way. I'm now living out of my identity in Christ - and my personal capacity and resilience is way stronger to better face the realities of life."*

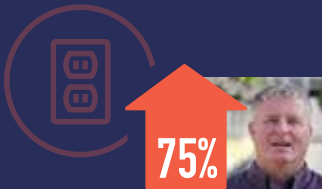
Justin DeBoer SKYLINE CONTRACTING



## WORK - HOME BALANCE

*"Our marriage and home-life were feeling the negative effects from business and had us sidetracked. But now, seeing the shift in Eric - and our team - has been wildly encouraging! We're now way more intentional and seeing a beautiful impact on our family and staff."*

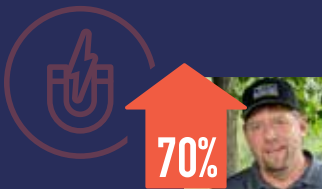
Eric & Noelle Ferrier NEXT LEVEL BUILDERS



## TEAM ENGAGEMENT & CULTURE

*"With DU's Senior Team peer group, we are already seeing our team and culture improving in a few short months. They're learning better ways to communicate, and it supports what we're all trying to do together! It wasn't bad, but it made it better."*

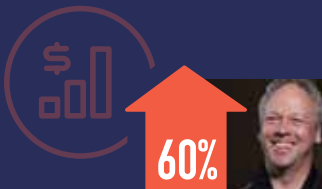
John Boekestyn FLORA PACK



## RECRUITING GROWTH

*"My ability to attract, hire and retain great staff has skyrocketed - especially in an industry where it's hard to find good people. We've increased our ability to attract and hire great people by 400% with the help of DeliberateU. I didn't think it was possible!"*

Jason Morrison J MORRISON ROOFING



## SALES, OPERATIONS & PROFIT

*"Sales have grown by 30-40% and our operations and team are way better because of the strategies, systems and support we now have in place. We still have lots of room to improve, but we're already seeing bottom line results grow by 10-15%."*

Randy Sommerfeld AKS INTERIOR SYSTEMS

\* These numbers represent the percentage of current clients who experienced improvement in the above areas over a period of 1-2 years. Their growth improvements vary depending on numerous factors, including their implementation of the principles and strategies.

# WHAT ARE THE OUTCOMES?

- ▶ Improve your business fundamentals
- ▶ Hone your leadership skills
- ▶ Grow your team
- ▶ Lead your team & family in a way that excites them and produces fruit
- ▶ Integrate your faith into all areas, moving “Sunday stuff to Monday stuff”



I didn't realize what I didn't know!

DeliberateU has helped my personal life at home – and how we lead at work now has our team dramatically more aligned and engaged! We're seeing the fruit. We're now attracting and retaining great staff we didn't think was possible and we're way more sustainable and profitable than ever before. And I'm now way more deeply connected to God and caring and leading people the way I'm called to.

- **RANDY SOMMERFELD**, Business Owner

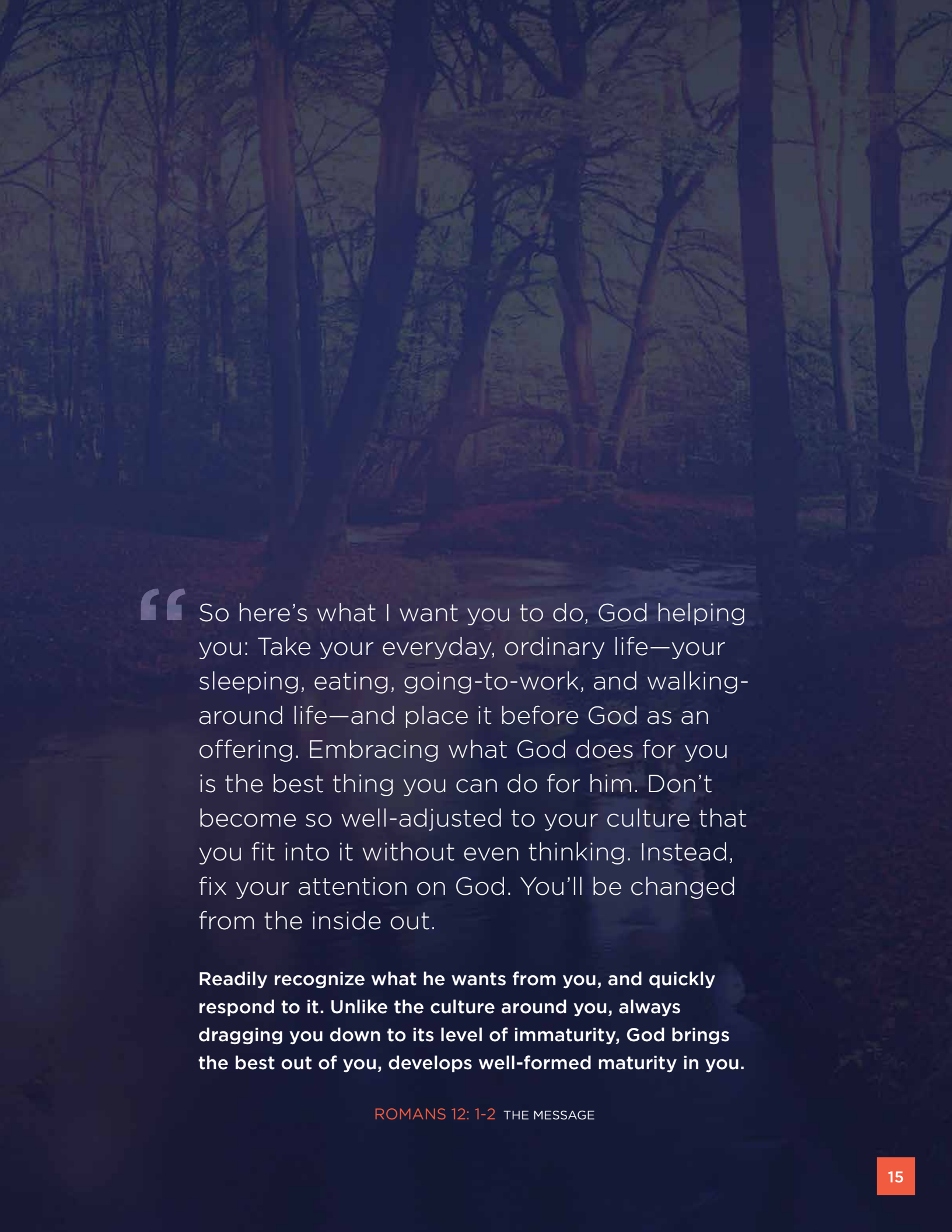






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“ So here’s what I want you to do, God helping you: Take your everyday, ordinary life—your sleeping, eating, going-to-work, and walking-around life—and place it before God as an offering. Embracing what God does for you is the best thing you can do for him. Don’t become so well-adjusted to your culture that you fit into it without even thinking. Instead, fix your attention on God. You’ll be changed from the inside out.

**Readily recognize what he wants from you, and quickly respond to it. Unlike the culture around you, always dragging you down to its level of immaturity, God brings the best out of you, develops well-formed maturity in you.**

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*Better together.*

[deliberateu.com](http://deliberateu.com)