



CHAMPION™

BUILT FOR PERFORMANCE. DESIGNED TO WIN.

The only business performance framework built like a sports championship.

0.7 IS A WIN

SCORED LIKE A CHAMPIONSHIP

WHY CHAMPION™

THE PROBLEM IT KILLS — AND WHAT IT PAYS BACK

HEARD IN MOST COMPANIES

"What's the plan? I don't understand what they want."

"This is a mess — everyone goes in different directions."

"They're not committed. I don't see any motivation."

WHAT MISALIGNMENT COSTS YOU

86%

of employees and executives blame poor collaboration for workplace failures

Salesforce

\$62.4M

lost per year by large companies to inadequate communication

Holmes Report

2 IN 3

strategies fail in execution — not in design

Harvard Business Review

23%

higher profitability in teams with top-quartile engagement

Gallup

WHAT CHANGES WHEN YOU RUN CHAMPION™

YOUR PROFIT

- **Focus narrows to the 2-3 objectives** that actually move the number — not twenty scattered priorities.
- **Hours stop leaking** into rework and status meetings. The scoreboard already says where things stand.
- **Guardrail metrics protect margin**, quality, and safety — no team wins by breaking something that costs you.
- **A conservative +10% in value delivered** from the same payroll, cycle after cycle.

YOUR ALIGNMENT

- **Every team's goals ladder up** to corporate objectives — in writing, reviewed every week.
- **Everyone sees what other teams build** and why. Status-update meetings stop being the only way to find out.
- **A fixed weekly rhythm** — check-ins on the same day, quarterly reviews to re-baseline.
- **No spectators.** Every person plays a certified position and is recognized for it.

BUILT LIKE A CHAMPIONSHIP — NOT A METAPHOR. THE MECHANICS.

01

ALIGNMENT

Everyone chases the same objective. No one drifts.

02

CLEAR ROLES

Every player knows their job and owns it.

03

A VISIBLE SCORE

Everyone always knows where they stand.

04

REAL RECOGNITION

Effort and results are seen and celebrated.

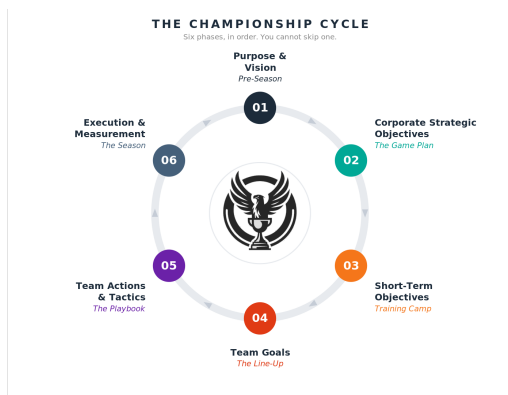
THE SYSTEM

SIX PRINCIPLES · SIX PHASES · SIX ROLES · ONE SCOREBOARD

EVERY GOAL MUST EARN **ALL SEVEN LETTERS**

CH CHALLENGING	A ACHIEVABLE	M MEASURABLE	P PURPOSE-DRIVEN	I INCLUSIVE	O ORGANIZED	N NURTURING
-------------------	-----------------	-----------------	---------------------	----------------	----------------	----------------

THE CHAMPIONSHIP CYCLE — **SIX PHASES, RUN IN ORDER**



01 Purpose & Vision	PRE-SEASON	Define the company direction and ultimate purpose.
02 Corporate Objectives	THE GAME PLAN	Set the high-level goals that guide the whole organization.
03 Short-Term Objectives	TRAINING CAMP	Break strategy into near-term, measurable targets.
04 Team Goals	THE LINE-UP	Each team sets goals aligned to the short-term objectives.
05 Actions & Tactics	THE PLAYBOOK	Define the projects and initiatives each team will execute.
06 Execution & Measurement	THE SEASON	Run the championship. Track and measure in real time.

Phases 1–5 design the season in the first 4–6 weeks. Phase 6 is the season itself — a 12-month cycle by default, adjustable to your business.

SIX ROLES. **EVERY BADGE IS EARNED.**



Trained, assessed, and certified before the season starts. Roles are functions, not titles.

LIVE SCOREBOARD · UPDATED WEEKLY

TEAM ALPHA	0.87
TEAM BRAVO	0.74
TEAM CHARLIE	0.61

0.7 is a win. Goals start at 5–7/10 confidence. If a team always scores 1.0, the goals were never challenging. Guardrails keep wins honest.

WHAT YOU GET

A COMPLETE OPERATING SYSTEM — NOT A WORKSHOP

15+ work processes

Documented procedures that run every phase — no improvising.

35+ ready-to-use templates

Workbooks, forms, and scoring tools for daily execution.

6 role certifications

Training, assessment, and an earned badge for every position.

Live scoreboard & KPIs

Weekly tracking with baselines, lead indicators, and guardrails.

Coaching & mentoring

Expert support through every phase of the cycle.

Custom cycle design

Discovery session that fits CHAMPION™ to your size and pain points.

THREE WAYS TO IMPLEMENT

SELF-GUIDED

Complete workbook suite, templates, and scoring tools. You lead the process internally.

GUIDED IMPLEMENTATION

Facilitated sessions and expert coaching through every phase of the full cycle.

FULL SERVICE

Done-with-you from design to results — facilitation, reporting, and case study.

INVESTMENT — PRICED BY COMPANY SIZE

COMPANY SIZE	BASE INVESTMENT (CAD)	LAUNCH PROMO — 35% OFF
Start-Ups (under 10)	From \$5,000	From \$3,250
10 – 99 Employees	From \$10,000	From \$6,500
100 – 250 Employees	From \$15,000	From \$9,750
250+ Employees	From \$25,000	From \$16,250

All three tiers available at every level. Time investment: 2-3 hours per person per month — structure around work already happening. Launch pricing will not be repeated once CHAMPION™ is publicly available.



Ready to run your first championship?

Tell us where your business stands today. We'll show you what a championship cycle looks like for your team.

Book your free discovery call — no commitment, just clarity.

info@ascendingnow.ca · ascendingnow.ca/champion · +1 587 216 2476

BUILT FOR PERFORMANCE. DESIGNED TO WIN.