

## BIG THINKING IS IN OUR DNA ACTUALIZING THAT THINKING IS WHERE OUR WORK IMPACTS YOUR BOTTOM LINE

### One-On-One Strategy Sessions | Advisory



#### FOCUS

- Examine where you and your company are now—what's working? what's not working?
- Evaluate and clarify near- and long-term goals
- Assess core issues across key dimensions

**TEAMS** Are the right people in the right roles?

**SYSTEMS** Are processes in place for efficiency and ease?

**REVENUE** Are you maximizing profitability?

**CURRENT CLIENTS / PROJECTS** Can these be mined for more business?

**AREAS OF GROWTH** Where can more revenue be found?

**ANTICIPATED NEEDS** What will you need in the near future to execute ideas?

**POTENTIAL PARTNERS** Who are your dream clients and customers?

#### CLARITY

- Evaluate and prioritize opportunities for advancement
- Articulate a clear direction
- Define specific objectives and milestones

#### STRATEGY

- Create the optimal strategies and infrastructure for each objective
- Establish the processes and tactics that will translate throughout your business and lead to revenue the fastest

### Who is this right for?

#### SOLO ENTREPRENEURS

Successful builders, makers and doers occasionally need to take a step off the gas pedal to assess where they are, define where they want to go and create a plan for getting there.

#### BUSINESS OWNERS

Visionary leaders build organizations using business plans that age over time. A mid-plan recalibration is sometimes required to chart the course for the next period of growth.

#### EXECUTIVES

After reaching success in a corporation—questions are often asked: What is next? Where else does my skillset translate? How can my experience and interests be fused to get to where I want to go? And, how can I get there faster?

### What to Expect

Prior to working together, you will receive a comprehensive online questionnaire so I can get to know your business. I want to hit the ground running during our day together. This will need to be submitted no later than 5 days prior to our initial session.

**CLICK HERE TO SCHEDULE  
A DISCOVERY CALL**

# Billy Goldberg

billygoldberg.com



## Meet Billy

Leading The Buckeye Group the last 10 years, Billy has had one mission: helping companies create new revenue streams through meaningful strategic partnerships. This combination of outside perspective, industry knowledge, and deep networks has enabled him to create opportunities that set a clear course for growth. Establishing partnerships for new product-creation, licensing and sponsorship has allowed for fluency in a variety of deal types and structures, across a wide reach of industry. A results-driven advisor, Billy brings imagination and drive, envisioning and delivering relationships that spark growth and create enduring value.

Billy is known for finding “white space”—a company’s unrealized areas of opportunity and growth – connecting the right partners and creating the optimal conditions for conversation. At The Buckeye Group he has generated more than \$50 million in new revenue for clients such as The Miss America Organization and DirecTV. Both as an advisor and wing-COO, he is a trusted resource for entrepreneurs and growing companies who need goal-specific support in the C Suite. Billy also works with world-class/fortune 500 companies designing programming, delivering leadership and management programs, creating productive, real world offerings for off-site meetings and retreats, and facilitating meetings. [See a complete bio here.](#)

### Let’s be in touch

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## Hear from some of Billy’s clients

**Hilary Laffer**  
MANAGING DIRECTOR  
AIR-CONDITIONED

After a challenging year involving a change in company structure, Billy helped us develop a plan for jump starting our business development efforts to be more proactive, rather than reactive. In addition, with his outside perspective, he was able to identify some of my leadership blindspots and give me the tools I needed to guide our team to achieve results.

**Alexa Fischer**  
FOUNDER + CEO  
WISHBEADS

There are so many moving parts. It’s easy to get bogged down in the day to day. Billy gave me freedom to pause, get clear about what I want to achieve and—more importantly—see the untapped opportunities for expansion. I left feeling energized, crystal clear and ready to tackle the next steps toward achieving my goals. Even better, we did it together, exchanging ideas in real time so my input was guiding the strategy as we developed it. Worth every penny.

**Sophie Chiche**  
FOUNDER  
SHAPE HOUSE

I worked with Billy on a particular concern I was having - his compassionate, yet focused approach made our time together incredibly valuable and allowed me to get to the heart of my issue. Together, we pinpointed a solution and I was able to use it as a platform to launch a new strategic vision.

**Daniel Darling**  
CEO  
PROGAMMADDICT.COM

I had built my business to the point where our growth was stagnating. Billy helped us see ways to expand our ability to serve our existing clients while pursuing others and opening new revenue streams. I highly recommend his creative, focused approach and big picture, results-oriented perspective.

### SELECT CLIENTS



## ADDITIONAL OFFERINGS

### Business Planning and Financial Modeling

Transforming your idea into reality by defining and projecting the numbers associated with getting real businesses off the ground and generating revenue.

### Strategic Partnerships, Business & Sponsorship Development

Increase your company’s reach by cultivating partnerships that can lead to sponsorship or licensing opportunities, strategic partnerships and/or mutually beneficial relationships.