

Summit Performance Solutions LLC

Business Plan

Helping You Reach the Summit of Your Potential

Executive Summary

Summit Performance Solutions LLC (SPS) is a Veteran-Owned and Operated performance consulting and coaching firm dedicated to helping individuals, teams, and organizations climb toward their highest level of potential. With over 20 years of expertise in training, performance development, and leadership transformation, SPS guides clients through a three-tier approach — Consulting, Coaching, and Collaboration — meeting each one where they are in their climb. SPS combines evidence-based methodologies, systems learning, and human performance improvement to build strong foundations, develop confident leaders, and create networks of collaborative growth. At SPS, we don't just build systems — we build climbers.

Vision and Mission

Our vision is to help individuals and organizations reach their summit — achieving their highest level of performance, confidence, and clarity through customized consulting, evidence-based coaching, and collaborative partnerships.

Our mission is to empower growth through precision and purpose. SPS helps clients align their purpose, process, and performance through three connected pillars: Consulting, Coaching, and Collaboration. As a Veteran-Owned company, SPS integrates the values of service, discipline, and integrity into every engagement, helping others attack life's transitions head-on and move forward with accuracy.

Company Overview

Founded by Dr. Michael Warner, SPS is headquartered in Summerville, South Carolina, and serves clients nationwide through both in-person and virtual engagements. The company specializes in human performance improvement (HPI), organizational training development, and coaching-based leadership transformation. SPS helps clients trust the process and achieve excellence through reflection, intentional learning, and strategic action. The firm's Veteran foundation brings discipline, structure, and service-oriented leadership to every project.

Three-Tier Approach to Growth

Growth doesn't follow a straight line — it's a climb. SPS's three-tier model represents the full range of the journey, but clients may begin anywhere. Whether at base camp or mid-ascent, SPS meets each client where they are and helps them climb from there — higher, stronger, and more confident.

Tier 1: Consulting — Establishing Your Base Camp

The Consulting Tier lays the foundation for success by assessing current performance, identifying gaps, and designing a structured path forward. SPS combines strategic planning with systems learning to ensure that every business operates with alignment, accountability, and purpose — building a base strong enough to support long-term growth. Consulting services include GAP and SWOT analyses, Action Planning, Training Development, and Leadership Mentoring. Each engagement is tailored to create clarity, alignment, and measurable outcomes.

Tier 2: Coaching — The Climb Begins

The Coaching Tier represents progress — where awareness turns into action and personal growth becomes transformation. Our signature E2E (Echo to Echo) Coaching Approach™ is a structured six-session, six-month journey with 45-minute bimonthly sessions designed for reflection and real-world application. Each session builds through the guiding phases of Love, Learn, and Lead — helping clients develop clarity, courage, and confidence in both personal and professional spaces.

E2E Coaching creates lasting impact for individuals by strengthening self-awareness, emotional intelligence, and decision-making. Clients experience measurable growth in confidence, communication, and balance — applying lessons from the climb to both their careers and personal lives. By the end of the journey, each client has a Personal Leadership Blueprint, an Echo Journal of growth, and the mindset to continue climbing long after the sessions conclude.

Tier 3: Collaboration — Reaching the Summit Together

At the highest point of performance, the climb becomes collective. The Collaboration Tier focuses on building meaningful partnerships and connecting people and organizations through shared goals. SPS facilitates collaborative growth opportunities, connecting clients with aligned professionals and organizations to expand influence and amplify results. This tier emphasizes creating collaborations, professional connections, and cross-sector introductions that strengthen learning and leadership networks.

Market Analysis

SPS serves small to mid-sized businesses, educational institutions, Veteran organizations, and nonprofits seeking to enhance performance and leadership systems. Many

organizations lack structured leadership pipelines or efficient training development programs, which limits their capacity to grow sustainably. SPS fills that gap by combining organizational consulting, leadership coaching, and collaborative solutions into one cohesive model.

By integrating Veteran-led discipline with academic frameworks such as Human Performance Improvement (HPI), Positive Psychology, and Systems Thinking, SPS bridges the gap between strategy and people development. This unique position allows SPS to compete with traditional consultancies while providing a deeper, more human-centered impact.

Marketing and Sales Strategy

SPS positions itself as a premium, relationship-based consultancy focused on measurable growth and long-term partnerships. The marketing strategy centers on visibility, credibility, and connection through the following channels:

- Website and SEO Optimization — Enhancing www.summitperformancesolutionsllc.com to attract leads and showcase expertise.
- LinkedIn Networking and Thought Leadership — Publishing insights, success stories, and leadership frameworks.
- Workshops and Webinars — Engaging businesses, schools, and Veteran organizations with applied learning experiences.
- Strategic Partnerships — Collaborating with complementary organizations for shared growth.

Financial Plan

SPS seeks an initial investment of \$10,000 for marketing, program development, and operational expansion. The company projects revenues of \$25,000–\$30,000 in the first year, growing 20% annually through consulting contracts, coaching enrollments, and collaborative workshops. With a gross margin target of 70%, SPS anticipates reaching full payback within five years and achieving sustainable profitability.

Keys to Success

The success of SPS is built upon five guiding principles: Client-Centered Design, Evidence-Based Frameworks, Veteran Leadership, Scalable Services, and Integrity. Every engagement is customized to meet clients where they are in their journey, offering a clear and measurable path toward their summit.

Long-Term Vision

SPS plans to expand its national presence through digital learning programs, certification for E2E Coaching facilitators, and the creation of the Summit Partner Network — a community of consultants, coaches, and organizations sharing the mission of human performance improvement. Future initiatives include book publications, leadership collaborations, and the development of corporate partnerships focused on sustained growth. At Summit Performance Solutions, growth is the climb — and the summit is where potential becomes performance.