



BYB Advisors
BLUEPRINT YOUR BUSINESS

iCORE

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Build Your Business with Clarity and Confidence

Running a business is challenging. Growth doesn't happen by chance, it requires clarity, structure, and the right strategy.

At **BYB Advisors**, we help you build a clear, actionable blueprint for success.

With over **30 years of experience** and work across **500+ companies**, we bring proven insight to help you:

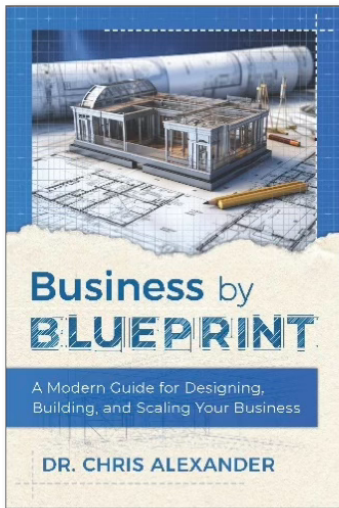
- Identify gaps quickly
- Avoid costly mistakes
- Accelerate growth

We sit beside you and provide structure, tools and technology to reduce the stress of leading a growing company.

Why It Matters

Even the best athletes have coaches, not because they want to get better, but because they want to be the best.

Your business deserves the same.



A Blueprint for Building Better Businesses

At the core of our approach is *Business by Blueprint*, a practical guide for building, growing, and scaling a business with clarity and intentionality.

It's built on one simple idea:

Great businesses aren't built by chance, they're built from a blueprint.

The iCORE Framework

A proven system for building a business that performs:

Identify

Define market opportunities and gaps

Connect

Align marketing, sales, and customer relationships

Operate

Build efficient systems and processes

Rally

Align and engage your team

Expect

Drive accountability and results



Together, iCORE provides a clear, actionable roadmap, helping you move from ideas to execution and build a business that is aligned, scalable, and built to perform.



“A practical, real-world guide for leaders who want results.”

— Dr. Joe R. Fowler, Co-Founder & Former President | Stress Engineering Services

“A clear, structured approach to building a successful business.”

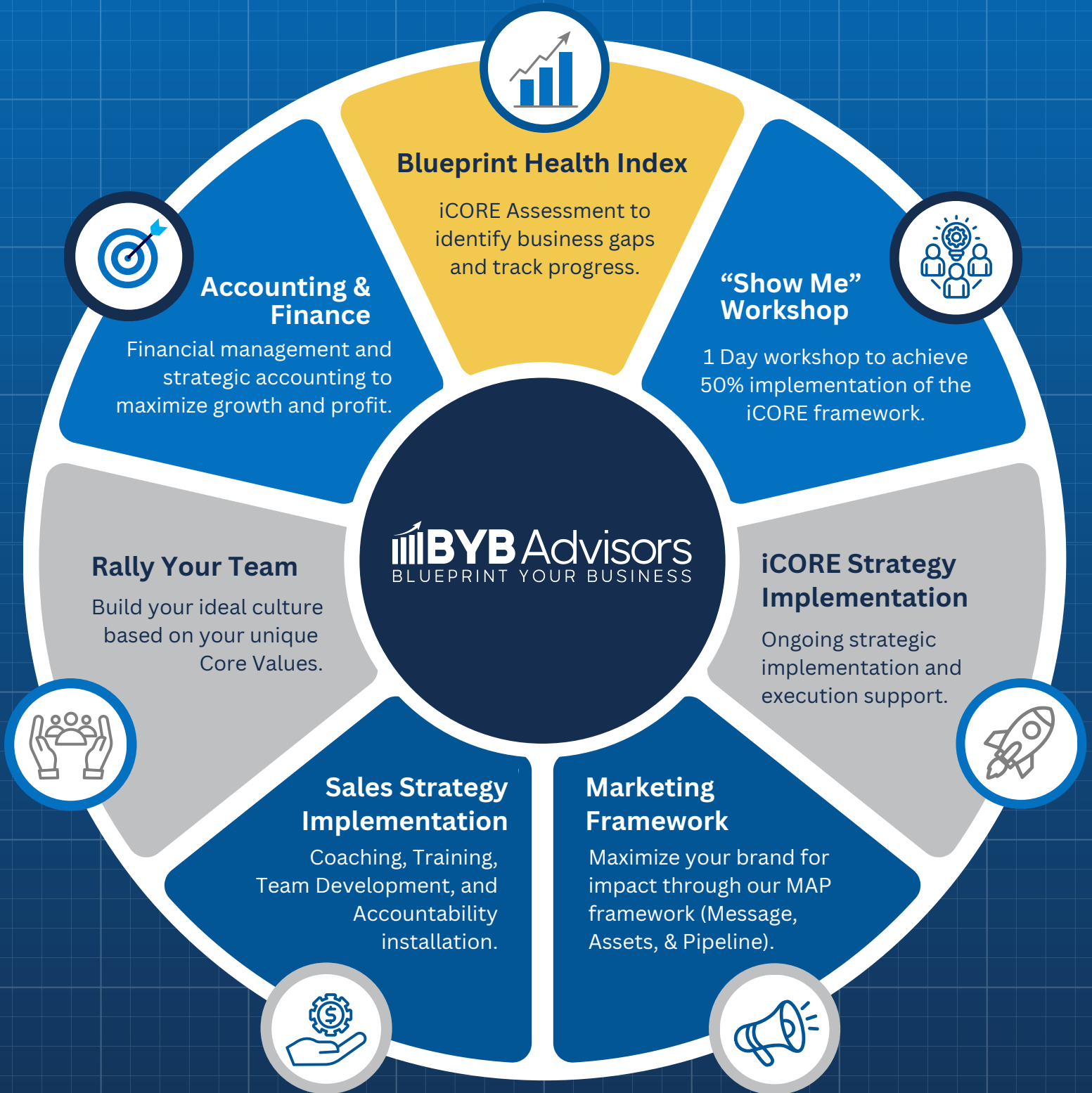
— Dr. Simon Bellemare, Founder & CEO | MMT



The BYB Blueprint

The BYB Blueprint defines the seven critical roles needed to strengthen and grow your business.

It connects strategy, marketing, sales, and execution into one unified approach.



A structured approach designed to build momentum and long-term success.

The Workshop: Where Your Blueprint Begins

In a focused, one day session, we bring your leadership team together to step out of the day to day and build your business blueprint in real time.

This is a hands-on, working session, not a presentation.

A Structured, Interactive Process

- Guided by experienced advisors
- Built around the **iCORE framework**
- Designed to create clarity and alignment across your team



Your Blueprint Health Index (BHI)

Through the **iCORE assessment**, we evaluate how your business is performing across the five key areas associated with the iCORE framework.

The result is a clear, measurable snapshot of where you stand today by helping you:

- Identify priorities
- Align leadership
- Track progress over time.

Identify Marketplace Gaps Assessment Table	
Question	Score
1. Our company has a good understanding of customer needs and challenges.	1 2 3 4 5
2. We regularly meet with customers to ask them about "what things keep them up at night."	1 2 3 4 5
3. We are leveraging technology or innovation to create a unique offering.	1 2 3 4 5
4. We have identified trends or gaps in competitors' products/services that we can exploit.	1 2 3 4 5
5. We are leveraging trends or gaps in competitors' products/services that generated profits.	1 2 3 4 5
6. In the past year, we introduced new products or services that can lead to new opportunities.	1 2 3 4 5
7. We recognize barriers to entry in our industry that can lead to new opportunities.	1 2 3 4 5
8. We are aware of emerging trends in our industry that we can provide solutions.	1 2 3 4 5
9. We are contacted by customers with problems who believe we can provide solutions.	1 2 3 4 5
10. Our leadership team meets regularly (quarterly or annually) to explore future opportunities.	1 2 3 4 5
SUM OF ALL SCORES:	
AVERAGE SCORE (TOTAL SCORE DIVIDED BY 10):	

Connect with People Assessment Table	
Question	Score
1. We understand our target audience, along with their needs and preferences.	1 2 3 4 5
2. We attend trade conferences/shows and are active at events where our customers are present.	1 2 3 4 5
3. Among our competitors and peer group, we have a widely recognized brand.	1 2 3 4 5
4. We have a marketing plan that includes our website, social media, and other forms of communication.	1 2 3 4 5
5. Sales staff and senior leaders have breakfast, lunch, or dinner meetings with clients weekly.	1 2 3 4 5
6. We have a method for obtaining customer feedback to improve our products or services.	1 2 3 4 5
7. With social media accounts, we saw our followers increase by at least 25% over the prior year.	1 2 3 4 5
8. Our customers understand the services we offer (well enough to explain them to others).	1 2 3 4 5
9. Many of our customers are repeat customers.	1 2 3 4 5
10. It is not unusual for new customers to be referred to us by existing customers.	1 2 3 4 5
SUM OF ALL SCORES:	
AVERAGE SCORE (TOTAL SCORE DIVIDED BY 10):	



“An incredibly valuable experience that brought clarity and alignment to our team.”

— Ben Cusack, President | A&M Equipment

“A powerful session that helped us identify gaps and focus on what matters most.”

— Tyler Cowie, CEO | Narrowstack



myiCORE.com

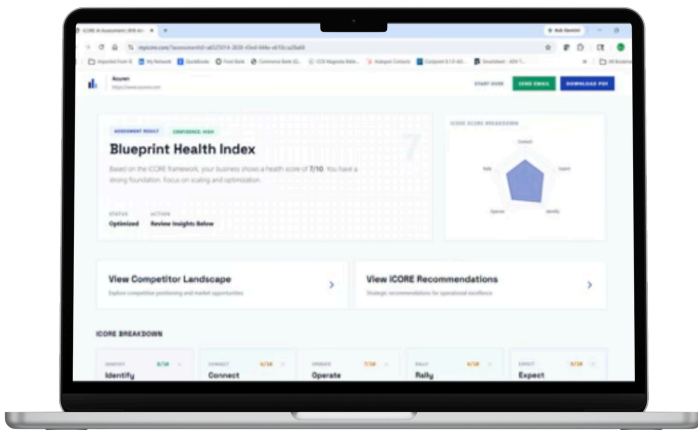
Data-Driven Insight for Smarter Decisions

myiCORE.com is a web-based platform built on the iCORE framework, using AI and real-time data to evaluate your business performance.

Know Where You Are

The platform analyzes your business across five key areas:

- Identify Marketplace Gaps
- Connect with People
- Operate Using Processes
- Rally Your Team
- Expect On-Time Results



Your Blueprint Health Index (BHI)

Get a clear, objective view of your business performance.

- Identify hidden gaps
- Highlight strengths
- Uncover growth opportunities



Take your Free
iCORE™ Assessment



Actionable insights to help you build a more aligned, scalable, and high-performing business.

Turn Your Story Into Growth

Your story is one of your most powerful business assets. We help you define it, refine it, and deliver it consistently, so it connects with your audience, builds trust, and drives results.



Strategic Marketing That Connects and Converts



Video Production

Bring your story to life and build trust through engaging visual content



Websites

Create a clear, conversion-focused digital presence



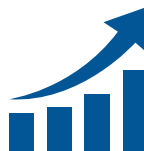
Brochures & Print

Equip your team with professional, sales-ready materials



Social Media

Build visibility and engage your audience consistently



Sales Strategy & CRM

Align messaging with your sales process to improve conversion

We don't just create content, we align your brand, marketing, and sales to turn your message into measurable growth.

Build Your Business with Intention

BYB Advisors was founded on a simple belief:
great businesses are built with a blueprint.

With over **30 years of experience** and work across **500+ companies**, we help leaders bring clarity, alignment, and execution to every part of their business.

“BYB Advisors helped us see our business in a completely new way. The clarity and alignment we gained immediately translated into action and results.”

Explore Our Resources

Website: BYBAdvisors.com

Book: Business by Blueprint

Podcast: Blueprint Your Business
Insights & Articles

Assessment Tool: myiCORE.com



Ready to Build Your Blueprint?

Visit BYBAdvisors.com
or contact us to get started
(713) 292-8800

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