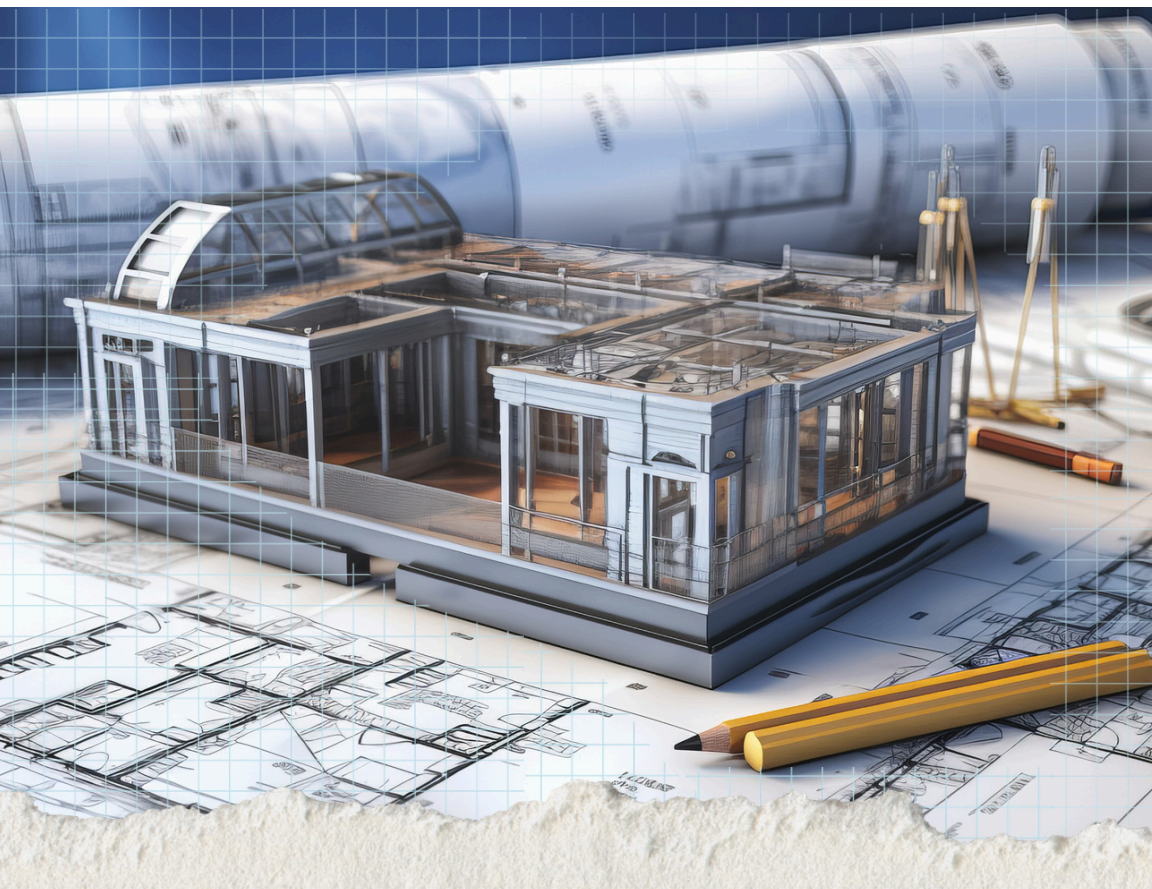


iCORE Lite

A Blueprint for Building Your Business



Based on “Business by Blueprint”

by Dr. Chris Alexander

Brought to you by

 BYB Advisors

Thank you for picking up iCORE Lite. We wrote this booklet as a quick, practical introduction to the iCORE framework explained fully in *Business by Blueprint*. My goal is simple: to help you design, build, and scale your business with clarity and confidence.

I've lived these principles firsthand. When I founded ADV Integrity, we started small with just an idea and a handful of people. By applying the elements of iCORE, we identified real marketplace gaps, connected with the right customers, built processes that scaled, rallied a talented team, and delivered results on time. That blueprint allowed us to grow, serve clients around the world, and eventually sell the company at a value far beyond what we imagined on day one.

Too many leaders chase ideas without a plan, only to burn out or stall. Success doesn't happen by accident. It comes from following a blueprint. That's what the iCORE framework provides. In five interconnected steps—Identify, Connect, Operate, Rally, and Expect—you can transform how your organization thinks and performs.

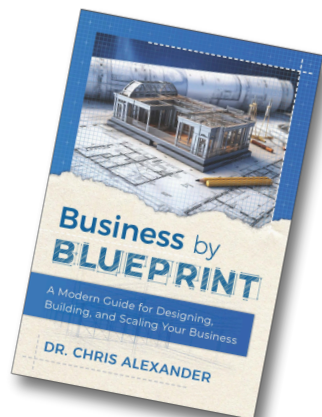
This shorter version of “***Business by Blueprint***” is meant to be a fast read, but don't mistake brevity for simplicity. Lean in and apply these principles, and you'll see results.

Blueprints are for builders. Take this one and create a business that stands the test of time.

Regards,

Chris Alexander

Dr. Chris Alexander, PE
Founder and Partner
BYB Advisors, LLC

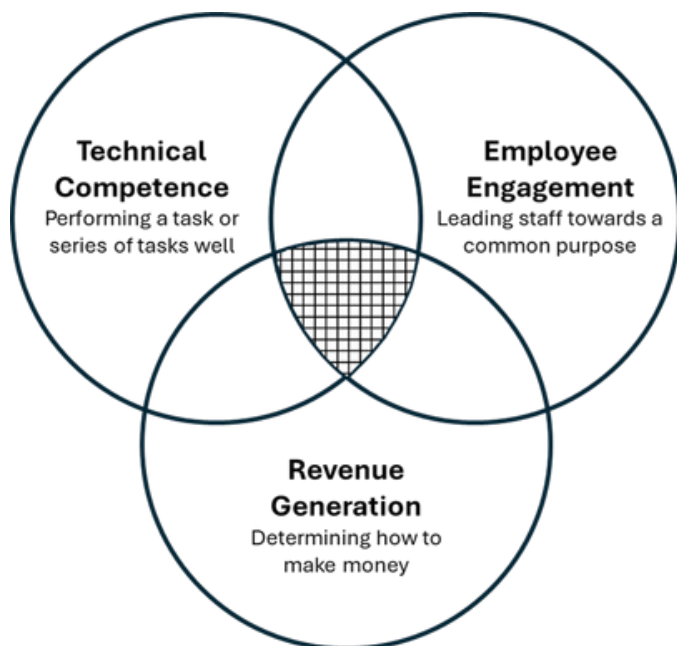


THE **i**CORE FRAMEWORK

Having worked with over 500 companies as an engineering consultant and business owner, I have observed patterns in what sets successful organizations apart from those that fail to scale. The iCORE framework you'll be introduced to in this booklet was born out of those insights.

This **iCORE Lite** guide distills the critical elements of the iCORE model into an accessible format. It is intended to equip leaders, entrepreneurs, and managers with a practical tool to evaluate and enhance their business strategy. This booklet offers a high-level summary of its most actionable content and is something that can be read in one sitting.

There are **three key responsibilities** that company leaders, often business owners, must excel at. The iCORE framework is designed to support you in mastering all three to build and scale your business to success. Fail to master these three, and your success will be limited. These responsibilities are shown below:



Venn Diagram: Three aspects of a successful business.

BUILD FROM THE GROUND UP



**BLUEPRINT
YOUR BUSINESS**



IDENTIFY MARKETPLACE GAPS

High-performing businesses begin by finding a real, compelling gap in the market and claiming it. The winners aren't the ones with the biggest budgets or flashiest slogans; they're the ones who see unmet needs and move decisively to meet them. Think **Amazon in logistics** or **Airbnb in hospitality**. The laggards, like Kodak or Sears, remind us what happens when you miss the shift in customer expectations. Gap-finding isn't a one-off; it's a **leadership mindset** that keeps asking:

**What problem do we solve, for whom,
and how can we solve it better?**

By guiding your business to **Identify Marketplace Gaps**, your company will:

- **Build a Strong Foundation:** Establish your business on real, underserved market opportunities, enabling you to become a dominant player and achieve sustained financial success.
- **Drive Strategic Innovation:** Fosters a "perpetual startup mindset" by encouraging continuous seeking of marketplace gaps, attracting visionary talent, and rewarding innovation to avoid stagnation.
- **Enhance Customer Understanding:** Teaches the importance of actively listening to customers to pinpoint their unmet needs and improving products, and services, ensuring future business.
- **Achieve Market Leadership:** Guides your company to differentiate and exploit at least one marketplace gap, positioning you as the leader rather than a follower.
- **Focus Efforts Strategically:** Identify top client struggles, brainstorm solutions, prioritize opportunities, and select focused areas to maximize impact.

**Has your leadership team instilled a mindset
of identifying marketplace gaps?**

CONNECT WITH PEOPLE

Business runs on relationships. The companies that win are intentional about connection, anchoring their brand in clear values, showing up where customers are, and earning trust through responsiveness and relevance. Think **LinkedIn** or **Southwest**: reputations built not on flash, but on **consistent, positive interactions** that create value beyond the transaction. Lose touch with your community, as **Myspace** or **JCPenney** did, and you lose your footing. Connection is the ongoing currency of trust.

By channeling your business to **Connect with People**, your company will:

- **Fuel Sales & Scale Growth:** Your company's ability to scale and increase sales is directly proportional to its capacity to connect with people, which ultimately drives revenue and profits.
- **Build a Powerful Brand:** Creating a "top of mind" awareness and a strong brand reputation will help you in strategically managing your company's image, utilizing consistent marketing materials, and positioning the customer as the hero in your messaging.
- **Enhance Customer Loyalty:** Shift from transactional interactions to building genuine relationships with customers, fostering loyalty through consistent follow-up and a focus on serving their needs.
- **Optimize Marketing & Channels:** Using tools like the Marketplace Channel Builder and Revenue Target Wheel (both of which are available on **myiCORE.com** and found in "**Business by Blueprint**") will help you identify the most efficient communication and distribution channels, positioning marketing as crucial "fuel" for brand awareness and customer engagement via websites, social media, and valuable content.

Has your leadership team intentionally reflected on the connection with clients, partners, and your internal team lately?



OPERATE USING PROCESSES

Ideas and relationships only go so far without operational discipline. The “O” in iCORE means building repeatable systems that deliver consistency, quality, and scale. Start early, from onboarding to outcome tracking, and you can grow fast while keeping customers satisfied. Look at **Amazon** or **Toyota**: their excellence comes from clear workflows, defined roles, performance tracking, and a culture of continuous improvement. Without processes, you’re improvising, and improvisation doesn’t scale.

By focusing your business to **Operate Using Processes**, your company can:

- **Establish Operational Systems:** Establish robust processes that are the "engine" for business operations, providing essential consistency, clarity, and structure to scale effectively and avoid chaos.
- **Optimize Employee Performance:** Establish clear roles and responsibilities, invest in training, create transparent pay and promotion structures, and set performance goals to build accountability and engagement.
- **Enhance Leadership Effectiveness:** Achieve leadership team alignment (e.g., weekly meetings, mutual accountability) and effective team management, including training managers and developing future leaders.
- **Streamline Customer Engagement:** Develop systematic processes for acquiring and retaining customers, which includes learning from "super connectors" who consistently follow-up, host events, leverage social media content, offer free resources, and calendar outreach activities to ensure they take place.

**How would you rate your
Operational Processes today?**

RALLY YOUR TEAM

Employee motivation is widely misunderstood, and too often ignored. Rallying your team isn't about pep talks or perks; it's about a culture where expectations are clear, the mission is real, and everyone sees how their work matters. Think **Buc-ee's** or **Chick-fil-A**: high-performing teams rooted in shared values and disciplined execution; contrast that with **Uber** or **Wells Fargo**, where misaligned vision and behavior triggered internal crises. Culture isn't a side project; it's the engine of engagement, performance, and retention.

By engaging your business to **Rally Your Team**, your company can:

- **Build a Strong, Engaged Workforce:** Because employees are the backbone of any business, companies that care for their employees have tremendous potential for success. Companies that treat the "people part" of business as important are more likely to foster positive work environments that boost retention and reduce turnover.
- **Establish Core Values:** Define fundamental beliefs that shape culture, decision-making, and operations. "***Business by Blueprint***" provides a unique exercise for leadership teams to formulate specific core values that act as a filter for hiring and fostering a cohesive team. This exercise is also provided on myiCORE.com.
- **Set Clear Expectations & Create Accountability:** Clearly articulate to employees their job responsibilities, work expectations, and deadlines. Leaders are encouraged to revisit job descriptions, share financial goals transparently, and provide manager training to ensure everyone understands what is expected of them.

**Does your team Rally around your mission
and live your core values?**

E EXPECT ON-TIME RESULTS

The “E” is the iCORE accountability engine, performance over pressure, ownership over excuses. Leaders must model success, set timelines, and pair measurement with real consequences and rewards. You can’t manage what you don’t measure, and you can’t scale what you don’t deliver. Think **Intel** and **Tesla**: bold goals backed by aggressive deadlines, reviews, and realignment; results expected, tracked, and celebrated. Define what “on-time” means, use scorecards and quarterly resets, tie metrics to strategy, diagnose delays, and reinforce the behaviors that hit the mark.

By structuring your business to **Expect On-time Results**, your company can:

- **Define and Achieve Future Goals:** Clearly define the future you want for your business and set aggressive, yet achievable, growth rates (e.g., at least 15% annually, ideally 40%+).
- **Cultivate Accountability:** Learn to create an environment where leadership and employees are held accountable for achieving targets and completing tasks on time, fostering a culture where "results matter".
- **Enhance Leadership Effectiveness:** Show how leadership teams can successfully and cohesively work to set and meet expectations, actively engage in "quarterly resets" to realign, and recommit to goals.
- **Drive Motivation and Reward Performance:** Demonstrate the importance of creating a framework that consistently reminds and rewards employees and leaders for their contributions to achieving on-time results, thereby reinforcing desired behaviors.
- **Learn from Success and Failure using Practical Tracking Tools:** Use practical tracking tools, such as the Client Assessment & Response Tool (CART) and Invoice Track Sheet (ITS) from “**Business by Blueprint**” to manage interactions, progress, follow-ups, and billing.

How is your team performing against your scorecard for On-Time Results?

iCORE IMPLEMENTATION CHART

The iCORE framework is a comprehensive tool for designing, building, and scaling a business. **BYB Advisors** will get you halfway through the framework in a one-day workshop, then partner on consistent implementation to capture the full benefits through extended engagements. The table below provides a guide on how to effectively implement iCORE into your company's operations.

The “**Show Me**” option integrates the major elements of iCORE that can be captured and executed in a single, one-day session. The “**Teach Me**” and “**Coach Me**” options include additional efforts to be conducted with sessions held every 90 days over one- and two-year periods, respectively.

| Engagement Option: | | Show Me | Teach Me | Coach Me |
|----------------------------|--|---------|--------------------|---------------------|
| Time Commitment: | | 1 day | 4 days (1 year) | 8 days (2 years) |
| Level of iCORE Engagement: | | 50% | 70% | 90% |
| i | S.W.O.T. Analysis | ✓ | ✓ | ✓ |
| | Competitor Identifier and Analyzer | | ✓ | ✓ |
| | Gap-driven Opportunity Analysis | | | ✓ |
| C | Marketplace channel builder: <i>Identify target customers</i> <i>Estimate annual revenue per customer</i> <i>Determine how to best connect with customers</i> | ✓ | ✓ | ✓ |
| | Revenue target wheel | | ✓ | ✓ |
| | Creating the CART: Client Assessment and Response Tool | | | ✓ |
| O | Building an organizational chart | ✓ | ✓ | ✓ |
| | Introduce the myicore.com platform | ✓ | ✓ | ✓ |
| | Weekly Leadership Meetings (purpose, length, and format) | ✓ | ✓ | ✓ |
| | Review progress with Weekly Leadership Meetings | | ✓ | ✓ |
| | Hold Weekly Staff Meetings | | | ✓ |
| R | DISC test | ✓ | ✓ | ✓ |
| | Culture Builder based on Core Values | ✓ | ✓ | ✓ |
| | Quarterly and annual employee reviews | | ✓ | ✓ |
| | Quarterly company-wide meetings | | ✓ | ✓ |
| E | “Think Backwards” to outline goals for 1, 3, and 10 years | ✓ | ✓ | ✓ |
| | Identify Key Performance Indicators (KPIs) | ✓ | ✓ | ✓ |
| | Establish 90-day Targets | ✓ | ✓ | ✓ |
| | “Build a scoreboard” exercise | | ✓ | ✓ |
| | Create the Invoice Tracking Sheet (ITS) to forecast revenue | | | ✓ |

iCORE TESTIMONIALS

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Dr. Alexander's "Business by Blueprint" encapsulates the invaluable lessons he's gained from decades of guiding others in building their businesses, which he then applied to design and execute his own with remarkable success. Chris's iCORE highlights the most critical drivers and sequence for success, enabling the creation of a clear plan with sufficient flexibility to adhere to it.

-**Simon Bellemare**
Founder and CEO, MMT

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“

In "Business by Blueprint," Chris Alexander has crafted a masterwork for your company's design (or re-design), built for continuous growth and sustainable profitability, by following a proven framework with metrics that amplify your strengths and turn your challenges into surprising wins for your stakeholders.

-**Gary Littlestar**
CEO, Smartpipe Technologies

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"Business by Blueprint" offers a tactical approach to entrepreneurship, serving as an essential guide for anyone looking to design, build, or scale a successful business. The iCORE framework highlights key areas of focus and provides clear questions and actionable strategies, making it perfect for both new and experienced business owners.

-**Andrew Loring, Ph.D.**
Clinical Associate Professor, Texas A&M University

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“

Wow, if you're running a business in 2025's wild, AI-charged world, Business by Blueprint by Dr. Chris Alexander is your ticket to clarity and success. The iCORE framework—Identify, Connect, Operate, Rally and Expect is a total game-changer, blending the best approaches into one rock-solid, all-in-one blueprint.

-**Tyler Cowie**
Founder & CEO, Narrowstack LLC

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WHO WE ARE

BYB Advisors partners with entrepreneurs and leadership teams to **reduce stress** by implementing clear, actionable strategies that drive growth through our iCORE framework.

WHY BYB?

- Clarity and Direction
- Risk Reduction
- Team Alignment
- Efficiency and Focus
- Measurable Progress
- Scalability




SERVICES

- Business Assessment
- Advisory Services using our iCORE Framework
 - Strategy implementation
 - Increase profitability
 - Scorecards
 - Go-to-market strategy
 - Maximize employee engagement

EXPERIENCE

- Designed, built, and scaled companies
- Decades partnering with entrepreneurs
- Guided hundreds of companies to growth
- Variety of industries including energy, technology and service companies

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ACCESS YOUR FREE iCORE
ASSESSMENT HERE!

