



Certification Program



Key Concepts

Every business generating \$1+ million in annual revenue should have a Digital Chief Operating Officer (Digital COO).

A Digital COO works with high level companies (online and/or brick and mortar) to create a profitable and effective infrastructure for the business. They do this by creating and using proven processes to improve the foundation of the business, creating a company culture, developing leaders and more.

VA vs. OBM vs. DOO vs. Digital COO

VAs are amazing at what they do and all businesses need VAs. They are pros at what they do and take direction from the business owner or OBM. They are doers! They typically specialize in 1-2 areas.

OBMs offer a high level of support in a business by partnering with business owners by managing the business, the team and the owner to create a profitable and scalable business. They do this by creating systems, strategic plans and handling implementation and team management. The business is typically producing \$200k to \$1 million in annual revenue with 2-6 team members.

DOOs also partner with the business owner and have experience and training in strategic planning to help clients establish a comprehensive view. They also provide business strategy when needed and makes sure the business vision becomes reality. The business is typically producing \$200k to \$1 million in annual revenue with 5-10 team members/contractors.

Digital COOs work at a much higher level providing strategic direction, take an ownership role and provide leadership for the business, the CEO and the managers. The business is typically producing \$1 million to \$10+ million in annual revenue with 10-100 team members or employees.

Syllabus



1. Stepping into the Digital COO Role
2. Upleveling your Leadership Skills
3. Marketing, Funnels and Launch Magic
4. Project Management Magic
5. Team Magic
6. Operations and Automation Magic
7. JV/Affiliate Magic
8. Financials and Planning
9. Launching your Digital COO Business
10. Certification

Stepping into the Digital COO Role

1. What is a Digital COO role
2. Key business concepts
3. KPIs
4. Creating a mission, vision and company values
5. Mindset and boundaries



Upleveling Your Leadership Skills

1. What it takes to lead a larger team
2. Courage and using your intuition
3. Becoming your best self
4. Accountability
5. Problem solving
6. Driving business by creating strategic relationships
7. Creating a collaborative culture



Marketing, Funnels and Launch Magic



1. Online marketing overview
2. Types of launches
3. Sales conversations
4. Long term nurtures
5. Self Liquidating offers
6. Creating products and offerings
7. Advertising
8. Outside vendors

Project Management Magic

1. High level strategic planning
2. Annual plans
3. Quarterly plans
4. Project planning and implementation
5. Project management tool selection
6. Timelines



Team Magic

1. Roles, responsibilities, results and requirements
2. Hiring, firing, and leading the team
3. Outsourcing to contractors
4. Employees and human resources
5. Resolving conflicts
6. Assessment tools
7. Team building and growth
8. Team leadership
9. Company culture
10. Company benefits



Operations and Automation Magic

1. Key business systems
2. Organizational charts
3. Meeting management
4. Systems and automation
5. Prioritizing business strategies
6. Communicating with ease



JV/Affiliate Magic

1. Creating an affiliate program
2. Finding affiliates
3. Relationship building
4. Affiliate program materials
5. Structuring the program



Financials and Planning

1. Reading financial statements
2. Knowing what to track
3. Budgeting
4. Creating a business dashboard
5. Reviewing financials with the CEO
6. Taxes and bookkeeping
7. Legal issues



Launching Your Digital COO Business



1. Options for Digital COOs
2. Fractional, consultant or employee options
3. Pricing your services/compensation
4. Incentive and bonuses
5. Getting started in your new role

Certification

1. Process
2. Key competencies
3. Scoring
4. Continuing education

