



The Upward Acceleration Academy

PROGRAM PREVIEW
JUNE 2023

Program Details Are Subject To Change.
Offered by Lekwaa LLC dba Upward Acceleration.

Thank you

...AND WELCOME TO UPWARD ACCELERATION!

Thank you for this opportunity to present a preview of the Upward Acceleration Academy.

The mission, subject matter and support structure of the Academy, as detailed on the following pages, is uniquely suited to serve professional service businesses looking to scale with differentiated services and a high trust, high talent team.

This program will help put these businesses in the best position to scale successfully and sustainably.

The program combines live and recorded trainings combined with workshops and implementation planning. Throughout their time in the program, participants also receive ongoing coaching and accountability as they implement what they've learned.

I look forward to discussing the program further with you and how it might meet your needs. Feel free to check out further program details [here](#) or apply to join us inside the Academy.

Thank you again for your consideration.

Best regards,

Rachel Steininger

Founder, Upward Acceleration
rachel@upwardacceleration.com



in their words



"I love that Upward Acceleration requires me to focus on owning the business, not just running it. The presentations are well-organized and I'm getting a broader overlook instead of just jumping from task to task."

JANUARY STRAMAGLIA, January Family Law, LLC



"I enjoy how comprehensive Upward Acceleration is. The crash course gives me a refresher on a lot of issues and concepts that got lost in the weeds in the last few years as the tent-pole items (consultations and fulfillment) become the foreground of my day. It's put the business aspect of the matter back into perspective and the foreground meaning I'm pushing agendas that I might have delayed further."

JASON SHIMOTAKE, The Shimotake Law Firm



"I love having someone to keep me accountable and on my goal path. I'm given the opportunity to speak openly with a business coach and collaborate with likeminded business owners."

ASHLEY RODRIGUEZ, Second Chance Law



"I love the detailed explanation on how to use the tools provided and the purpose for each. Plus I love how we can all go at our own pace and tailor to our needs. I now have the tools that I need to identify where I need to grow and how. That makes it easy to set the goals and the steps to reach them."

AMBAR GONZALEZ, AAG Law Center

The academy

ABOUT THE PROGRAM

Mission

Professional service business owners implement a full-cycle Execution Engine in 90 days so they can grow and scale their people-reliant business without going crazy or capping out.

Ideal For

Professional service business owners or entrepreneurs with an established but high potential business they want to grow and who...

- struggle in the day-to-day grind
- cap out on the hours and attention they have available
- have hired a few employees but still work in or even "under" the load of their business
- don't have the confidence to scale due to worries about hiring, monetary resources, their reputation or disrupting the flow of what they do

Program Milestones

- **Building BeyondSMART Goals**
 - Sets focus & self-motivates team members across different learning styles, priorities, and love languages
- **Prioritized Actions For Supercharged Scale**
 - Hones in on key achievement activities to maximize ROI and likelihood of success. Preemptively minimizes distractions and clears procrastination- and delay-inducing roadblocks.
- **Taking True Ownership With Personal Productivity & Mindset**
 - Reframes structural constraints (e.g. time, money, talent) and mindset into focused creativity and opportunities for scale.
- **Hiring & Organizational Design For Upward Acceleration**
 - Shifts away from emergency hires and unicorn candidates to a proactive organizational design and hiring process.
- **The Art of Delegation, Accountability, and Effective Communication**
 - Builds trust around delegation and accountability through constructive communication and ROI-focused engagement.
- **Process Optimization & Documentation**
 - Avoids trap of documentation for documentation's sake with process building and optimization. Ensures team understanding and compliance.
- **Debrief & Do It Again**
 - Builds on foundation of effort and experience to celebrate success, address roadblocks and stalls, and set next achievement level.



The academy

ABOUT THE PROGRAM (CONT'D)

Inclusions & Structure

- **Upward Acceleration Core Training**
 - Taking participants step by step through the Execution Engine process, recorded training is made available in an exclusive member portal
 - Allows participants to revisit lessons in the future, adding on to their understanding and solidifying gains as their businesses progress.
- **Personalized Onboarding & Roadmap**
 - Not left to sort through everything on their own, the personalized onboarding helps identify key priorities for the owner for better, faster results.
- **Action Takers Accountability (ATA)**
 - Goes beyond DIY to ensure an on-track experience with the first implementation cycle of the "Execution Engine".
 - Establishes week to week progress check-ins to tailor the coaching program to the participant's unique needs and roadblocks.
- **Group Coaching Calls**
 - Twice monthly, owners can bring their questions and receive conversational guidance, inside a trusted group of people.
 - Allows owners to get clarification, go deeper on their needs, championing them to clear roadblocks and identify growth opportunities for their business.
- **Online Community Support**
 - Connect with business owners and coach for support via the online community outside of the group coaching calls
 - Allows for peer-to-peer review opportunities, sharing of best practices and networking, building strong relationships to bolster the success of one another's businesses

Duration

At the time of enrollment, participants have the option of 4-month or 12-month duration. 12 months allows participants to work through multiple iterations of the Execution Engine, creating a sustainable upward trajectory and reaching multiple milestones with the help of coaching, accountability and community support.



case studies

ROB HARRER, ZERO DEBT LAW FIRM



" We've been able to free up time to work on bigger projects, kind of longer term projects that will yield higher revenues in the future. And it's already starting to pay off.

ROB HARRER
ZERO DEBT LAW FIRM

MICHAEL REED, LAW OFFICE OF MICHAEL REED

" This whole process felt very collaborative. It's been enlightening for me as well as very encouraging.

MICHAEL REED
LAW OFFICE OF MICHAEL REED



CHRIS QUIGLEY, QUIGLEY INSURANCE GROUP



" Confidence. I think that's the biggest takeaway I've seen thus far in myself is just the overall confidence of being the business owner that I want to be and getting Quigley Insurance Group to that next level.

CHRIS QUIGLEY
QUIGLEY INSURANCE GROUP

DANIEL HERNANDEZ, NEXTLEVEL LAW

Click to watch!



" I've been really able to take the firm to that next level. But specifically, Rachel has made me more confident as a business owner. It's so amazing to have a partner like Rachel.

DANIEL R. HERNANDEZ
NEXTLEVEL LAW

" Having that peace of mind that, every day you wake up and you're doing the right things to get you to your goal. It's another invaluable piece of what Rachel has coached me on.

DANIEL R. HERNANDEZ
NEXTLEVEL LAW



MASAH SAMFORAY, THE FORAY FIRM



" It means freedom. Freedom of mind. Freedom of time. Freedom to focus on my family and still have a well-oiled machine.

MASAH SAMFORAY
THE FORAY FIRM

Testimonials



Tom Merritt
Branch Manager at Summit
Funding - NMLS#315449
February 17, 2020, Tom was a
client of Rachel's

We had Rachel come into our organization for annual goal setting and review to help take a different view and approach in an effort to continue our growth and expand our team's mindset. Rachel gave my high potential team permission to step up and take on challenges and roles that I was not able to unlock as their manager. Since working with Rachel, I have a number of team members and employees taking the lead in helping my sales team stay active and accountable towards our goals. I would highly recommend having Rachel come into your team dynamic to assess and help find ways to grow your team to the next level of leadership. [See less](#)



Brian Anderson
Program Manager at IFYC,
Co-Founder at Fathering
Together
October 28, 2020, Brian was a
client of Rachel's

Rachel was amazing and thoughtful in her approach to helping me and my co-founder think through our sales process. Since I don't have a sales background, much of my knowledge was based on poor information, TV shows, and my own google searches to better understand how to push out our content.

Rachel reframed everything! She simplified my thinking and helped me to see our content and products as opportunities for relationship building rather than just a commodity. If you find yourself getting turned around or overthinking things, Rachel is perfect for you! [See less](#)



Aaron Gang - Chicago, Illinois
AARON GANG PHOTOGRAPHY

I am a solopreneur/photographer in business for 20 years, and was just getting by. [Meeting and working with Rachel has opened my eyes to what's possible for my future. She has given me a roadmap for moving onward and upward.](#)

I love when she whips out a piece of paper to sketch out her ideas and make herself more clear. I can see the passion she has for getting to the root of the pain points in my business and offering concrete and meaningful solutions.

What separates her from the rest is her heart. I know she genuinely cares. I know I'm being held by strong, capable, yet sensitive hands. Her knowledge and confidence mixed with her heart is a real gift. I know that as I continue to work with Rachel I'll be [empowered to take my business exactly where it needs to be.](#)



Torriente Toliver - Chicago Illinois
MIND BODY DEFENSE

I wanted to create opportunities to expand my visibility and credibility as a self-defense instructor. Rachel explained first how my different service can lead my clients down different upselling channels. More than anything, Rachel changed my focus from getting clients to finding partnerships which I could use to build lasting relationships. [This change has created a major shift in my ability to create paid opportunities.](#)

Rachel is incredibly passionate about getting a client to [understand the opportunities available and to be as informed as possible to make the best decision.](#) She does this by being friendly and professional simultaneously which [represents her genuine care for the projects success or the client's satisfaction.](#)

Rachel views situations in a non-linear fashion which allows her to solve problems that seem unsolvable. [Her ability to articulate the situation efficiently instills observable growth in all that are train with her.](#) If you work with her and think that you will not learn valuable, practical information that would be a mistake.



Daniel Hernandez - Chicago, Illinois
NEXTLEVEL LAW

Rachel has been a godsend. Since hiring Rachel, I have seen an [increase in my client base and in revenue collected.](#) This may seem like it goes hand in hand, but my team was not good at collecting past balances, but now we are so much better at this. Thus, my goals are being met.

The program [helped with Focus.](#) It helped us really understand referrals and not be afraid of them. Ask, Ask, Ask --- Something so simple yet so daunting. Rachel helped calm the anxiety around asking and really made us understand this.

Hiring Rachel [took the stress away from me](#) in terms of coaching and allowed me to manage the business more which led to growth. Now I can focus on the numbers and the data. This has led to better management and growth. For example, in just the first month of coaching on collecting payments we had a 15% increase in revenue.

It is important to realize that as a business owner, [I am too busy to do everything, Rachel was the perfect consultant to bring in and fill in the gap where I just could not dedicate the time.](#) This is not to say that I did not want to coach my staff. Rachel is the expert and as a business owner you really need to know when to step aside and let the experts do the work.

For anyone feeling "stuck" in the process or who hasn't even gotten started yet, go for it. Make the investment. Coaching is accountability. We will always make excuses for why we could not achieve something. [Rachel does not allow for you to excuse your way through the process. Once you have someone holding you accountable, the results will come. Rachel is AMAZING!](#)



Chelsea Carter, Coos Bay, Oregon/ Chicago, Illinois
MARKETING SPECIALIST AT MOVE-TASTIC!

Before working with Rachel, we were not utilizing each co-workers strength to the fullest to expand the business. By working with Rachel, we developed consistency with branding throughout the entire process with each client. The workshop really emphasized how important branding is, how unique our company is, and motivated our team is to approach projects in a creative way to grow.

[Rachel is amazing at understanding the inner workings of a company and utilizing each member's individual strengths to further the business.](#)

She was able to use our strengths as a company to improve our marketing strategy and get the group to start brainstorming other ways to get the word out there.

It's easy to overlook the gaps in your business when you're currently in it, but [Rachel really focuses on bridging those gaps and taking a look at those blindspots that could potentially be holding you back.](#)

Rachel is personable, she's insightful, and her purpose is to improve your business. If you're looking to expand and grow as a company, why not work with Rachel?



John Faustino AIFA®, PPC®
Head of F1360 at F1360, a
Broadridge company
January 7, 2020, John was a
client of Rachel's

I first met Rachel when she was Head of Client Services at UBS and I was at Morningstar. Rachel was my primary contact with regards to a complex RFP Morningstar had issued.

From the start, Rachel's soft skills differentiated her from the others competing for our business. She developed and grew trust with an iterative approach towards evaluating needs and adjusting engagement. After she won the business, Rachel continued to provide exceptional service. Rachel is unwavering in her focus on creating win-win scenarios and nurturing long-term relationships.

In addition to being highly skilled in delivering client service, Rachel is also very adept at teaching others how to leverage it for business success. After she left UBS, I engaged Rachel for small business consulting.

I've been consistently impressed with Rachel's ability to deliver value in both large-structured corporate environments and small businesses. I highly recommend her.



about

RACHEL STEININGER

Rachel Steinger helps law firms, agencies, and other professional service businesses move beyond the day-to-day grind to ignite their team and grow their business.

Rachel is committed to helping her clients navigate all their business relationships and endeavors in a win-win way.

Rachel spent much of her professional career in the world of institutional investments where she was most recently Head of Client Service at UBS Asset Management. There she led a team of client relationship managers and her own book of clients.

But her real job was to drive revenue growth and create buy-in across the business for new initiatives. You'd have found Rachel planning client conferences, leading global working groups, and negotiating multi-billion dollar product launches.

As backdrop to her extensive practical experience, Rachel's educational background includes a Masters in Business Administration from the University of Chicago Booth School of Business with concentrations in Finance and Managerial & Organizational Behavior as well as an undergraduate degree in Finance from the University of Notre Dame.

Rachel brings a combination of high energy, intelligence, and nothing-falls-through-the-cracks tenacity to her client work. She loves helping her clients see their great ideas become reality and to help them create the space to be the leader *they* want to be.



apply to join

I'd love to welcome you into this great group of business owners scaling their businesses successfully and sustainably.

The Upward Acceleration Academy is an application-based membership. To apply, click the button below, fill out the application form, and book a no-obligation Upward Collaboration call for us to chat.

There's no obligation by applying. We'll use the time together to ensure the program is a good fit for you and, if you're interested, you'll have the chance to enroll.



Click the button or go to upwardacceleration.com/applytoday.

