

MICHAEL SYNK BIOGRAPHY

Aligning Strategies, Actions and Goals

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Michael works with business owners and leadership teams of small to mid-market companies in the **St. Louis**, **Memphis**, and **Little Rock**, using the Four Decisions[®], TopGrading, and other growth tools, to unleash growth from their businesses.

Opportunities for growth already exist at almost every company. Sometimes the opportunities are obvious; more often they are not. But in every case, there are obstacles in place that prevent teams from acting on their opportunities.

Michael employs coaching practices that help companies unleash their growth by identifying their best opportunities and eliminating the roadblocks.

Executive Summary

After enjoying a career as a successful businessperson over a 20-year period, he has spent the last decade and a half as a business educator, coach and consultant. He is one of the original 16 coaches in North America certified by Gravitas Impact Premium Coaches to teach and facilitate the highly successful Four Decisions[®] curriculum, which brings together high level, case-study-based content from internationally recognized experts. Michael is the 2nd longest tenured Four Decisions[®] Certified Coach.

Michael has authored two Books, *How to Create Customers as Loyal as Norm Peterson* and *Rock & Sand: A Practical Insight to Business Growth*.

Industry Specialties

- Mid-Market Companies
- Family Held Companies
- Sales and Operations
- Start-ups

Coaching Expertise

- Strategic Thinking and Execution Planning
- TopGrading: Hiring A Players
- Marketing/Brand Promise/Sales Development
- Leadership and Teamwork Development
- Cash Flow/Profitability Analysis

Current

- Owner/Strategy and Execution Advisor, In-Synk: Aligning Strategies, Actions and Goals
- Four Decisions[®] Certified Coach, Gravitas Impact Premium Coaches
- Volunteer: Board Member and Chairman Emeritus, Dorothy Day House of Hospitality--Memphis
- Paul Harris Fellow, Rotary Club of Memphis

Past

- Director/Head Coach, EPIcenter Growth Academy
- Director of Professional Resources, VisionAmerica
- VP of Sales and Operations, Interim Personnel
- District Manager, Kelly Services
- Board of Directors, University of Michigan Spirit Club Memphis, TN
- Volunteer Cross Country Coach, Central High School, Memphis, TN

Education

- Bachelor of Art, Education, University of Michigan