



SCALING UP WORKSHOP:

Accelerate Your Business Growth

November 12, 2025 | 11:00 AM - 1:00 PM

Price Kong & Co., CPAs PA
645 E. Missouri Ave, Ste. 380
Phoenix, AZ 85012

Price Kong, in partnership with Growth Optimized, is sponsoring a 2-hour, in person **Scaling Up Workshop**.

Specifically designed for founders, CEOs and executive leaders, you will learn proven growth strategies that have been successful at over 100,000 businesses worldwide.

This workshop is your opportunity to break through growth barriers and accelerate profitable expansion using proven, results-driven methods. Learn which tools can address your immediate growth challenges, as well as understand how the Scaling Up framework can be applied across your business.

FOUR AREAS OF DECISION



PEOPLE

Learn how to accurately assess, attract, and retain talent to build your dream team.



EXECUTION

Uncover time-tested methods to improve communication, increase accountability, and accelerate performance.



STRATEGY

Discover new approaches to creating a differentiated strategy that supports sustainable revenue and margin growth.



CASH

Learn techniques to improve cash flow to fuel growth and sustain your business expansion.

WHAT YOU WILL GAIN

- A clear roadmap for scaling your business smarter and faster
- Actionable strategies that can be implemented right away in each of the four decisions
- Free post-workshop Scaling Up Assessment of your organization with a private 2-hour CEO review (\$2,995 value)

PRESENTERS

Bill Goodwin, Founder/CEO, Growth Optimized

Chris Pellegrini, CPA, Consulting Services Manager, Price Kong

ADDITIONAL DETAILS

LIMITED CAPACITY

This intimate workshop is limited to 20 business leaders to ensure personalized attention and meaningful interaction.

ALL INCLUSIVE

Your registration includes the 2-hour workshop, lunch and follow-up consultation.

REGISTER TODAY

To register, click [HERE](#), email info@pkcpa.com, or call 602.776.6370.



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BILL GOODWIN
FOUNDER/CEO
GROWTH OPTIMIZED

Before becoming a business coach and leadership team developer, Bill spent 20+ years running and transforming four different entrepreneurial organizations, ranging from 20 to 400 employees and \$2 million to \$180 million in revenue.

- 4x businesses successfully scaled
- 2x exits, including a 9-figure exit to Walmart
- 2x top 100 CEO in Phoenix
- Certified Scaling Up Coach and previous professional EOS implementer
- Phoenix Business Journal contributor



CHRIS PELLEGRINI, CPA
CONSULTING SERVICES MANAGER
PRICE KONG

Chris Pellegrini is a certified public accountant with a B.S. in Accountancy from Northern Arizona University. In May of 2024, Chris joined Price Kong to lead the firm's CFO and controller services. He works with the tax, audit, and bookkeeping department to offer a wide range of consulting services.

Chris began his public accounting career with KPMG Peat Marwick, providing services to clients such as Del Webb and Doubletree Hotel Corporation. Chris then transitioned his practice focus to the construction and homebuilding industries, spending the next 15 years in CFO roles with Jackson Properties and RS Homes before accepting a CFO position at Starboard Financial. Prior to joining Price Kong, he was CFO at Consensus Holdings, a strategic cannabis operating group that includes cultivation, production, kitchen operations, branded products, and strategic partnership relationships.