SHANNON BYRNE SUSKO

SERIAL ENTREPRENEUR, CEO COACH/ADVISOR, CORPORATE BOARD MEMBER, AND AMAZON BEST SELLING AUTHOR

3HAG: KEYNOTE & WORKSHOPS

3HAG: 3-Year High Achievable Goal, is THE Strategic Execution System that drives confidence in predicting the future growth of your company and then making it happen. Shannon explores deeply into the core elements that built your 3HAG (3 Year Highly Achievable Goal) and connects them to your annual/quarterly/monthly execution. The 3HAG framework that Shannon utilized for both of her companies is a prescriptive and easy way to build confidence in your strategy. It is where a company's short-term execution meet their long-term goal. This Strategic Execution System allows teams to be strategically clear so that their execution is taking them where they want and need to go.

Have you ever struggled with confidently crafting a differentiated strategy? One that the whole company understands and aligned to deliver? One that puts your company in a unique and valuable position now and in the future? One that you can clearly make great decisions today and looking out 3 years – 12 quarters?

These burning questions and more are answered in Shannon's 3HAG Keynote and Workshops. You will learn how to 'Gut Out', develop, and implement your 3HAG (3 Year Highly Achievable Goal) and build a detailed 12 quarter over quarter plan – your Swinlanes – to provide a confident execution plan designed to keep you on track to meet or exceed your stretch goal.

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TESTIMONIALS

"Our first 2 days with 3HAG blew our team away. For the first time in 5 years our team felt that we have a SOLID growth plan!" – Company of 3HAG Certified Coach

"In the past, we have struggled with finding our company differentiators. Not until we started using 3HAG were we able to work with our coach to move through this challenge. 3HAG is just awesome!" – 2018 3HAG user

"'Incredibly powerful' is the best way I can describe the 3HAG approach from our annual planning session. Thank you for showing us The 3HAG WAY! - 2018 3HAG user

"This has been the best session we have ever had. This 3HAG system really works." – Client of 3HAG Certified Coach

BIO

Shannon has been coaching CEOs and Leadership teams of high growth companies for over 10 years. She is the author of two Amazon Best Selling business books; "The Metronome Effect" (2014) and "3HAG WAY" (2018). Shannon has more than twenty years of experience building and leading high-growth technology companies. She co-founded and served as CEO, and the led the sale of two companies in less than six years apart and co-founded her third company in 2016 – Metronome Growth Systems – a cloud-based business platform for high growth CEOs, leaders and business coaches.

Shannon was recognized as one of WXN Top 100 Most Powerful Women in Canada in 2018. She was recognized as one of Canada's Top 40 under 40 in 2000, and was awarded the Sarah Kirke Award for Canada's Leading Women Entrepreneur in 2006. Shannon was named Deal Maker of the Year in Vancouver in 2011 and was in the Top 3 for Mid-Market Company Deals on Wall Street the same year. In 2017, was recognized Canada's 150 Women.

Shannon has a BComm, BSc., MCSc., ICD.D, and resides in Whistler, BC Canada with her husband and three children.