

ROCK & SAND

**THE BRIDGE BETWEEN
STRATEGY AND ACTION**
FORMERLY IN-SYNK



Michael Synk, Author & Strategy Expert

It Doesn't Have to Be This Way

As a business owner, entrepreneur, or CEO you have the passion and will to succeed. You've done it. You're growing. You're succeeding. Well done!

At the same time, the growth you are experiencing brings complexity and confusion. It also brings stress, frustration, and doubts. In yourself. In your team. In your future. You are not alone. Help is on the way.

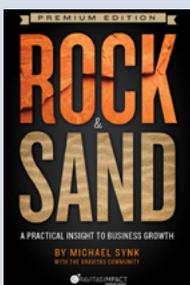
Michael Synk Gets You Back on Track.

For more than 20 years, Michael has helped mid-market and small business owners and CEOs sort out the challenges of growth. He's a strategy expert, business coach, and educator who brings you insights and actions that will unleash growth from within your organization.

Michael helps business leaders, individually and collectively, navigate the struggles, confusion and complexities of growth.

Speeches, Webinars, Workshops, and Retreats

- *The Rock & Sand Model: An Easier Way to Think Strategically and Get Results.*
- *It's Not About the Beer* • Why do customers buy, come back, and tell others about you?
- *Cash Is King* • Find more cash in your business right now, in the next 90 days, and in the next year.
- *Leadership 1, 2, 3: The Essential Steps Needed to Lead Others Successfully.*
- *Just One Season* • Leadership Lessons from the One Season I Coached Track in Southwest Detroit.



Michael's Book

*Rock & Sand: A Practical Insight to
Business Growth*

Online School

School of Rock & Sand



Clients Say ...



Synk is easy to work with. We established a good chemistry right away. He talks 'with us' as we are in the process, not 'at us' from 30,000 feet. He's coaching the entire team, getting them involved and included in planning our future.

[Kishore Keswani, CEO, Shore Auto Rubber Exports; Pune, India](#)

We brought Michael Synk in to address our organizational dysfunction. He grabbed our attention and set a tone that generated great dialogue, which in turn delivered great results. He sold us on creating alignment around a common direction, we bought into it, and created a path forward that energized everyone.

[Chris Brubaker, CEO, Progressive Technologies](#)

Michael ... gets us thinking strategically. It's helped us pick out the next Rock and move it through to completion, setting us up for 10X growth in the future. Michael is easy to talk to and quickly grasped the dynamics of our business, and that allowed us to dig into growth concepts that matched our exact situation.

[Daniel Hill, President, GeoStar Technologies](#)

After being in business five years, Michael was able to show me in 40 minutes about 1000 ways to improve my business. I've never seen a more effective speaker in such a short period of time show me so much to improve my business.

[Matt Wilson, Swanky's Taco Shoppe](#)

Michael has been incredibly helpful in guiding me through the daunting task of putting together a strategic business plan. He breaks it all down in a way that brings more clarity and ease to the process than I had ever imagined. I am grateful for his expertise and knowledge.

[Joe Murphy, Owner, Music For Aardvarks](#)

Synk helped our team develop a clear direction and rhythm. We've tried setting goals before but lacked the execution strategy to achieve those goals. Synk's coaching is helping our team develop the right habits and has put us on a much more focused and successful trajectory.

[Cody Hopkins, General Manager, Grassroots Farmers' Cooperative](#)

Get in Touch

Michael Synk • (901) 488-8172 • Info@In-Synk.com • RocknSand.com

[Make an Appointment](#)

