
ProMasters
Building Magnificence


promasters.mba

Our Vision

Our vision is to help you scale your impact and minimize the drama, recognizing that true business growth comes from great people. We're committed to providing a modern and simple approach to empower you on your journey.

Our Mission

To empower Latino leaders and teams on their path to success, through training, tools, and a supportive community, specifically designed for your growth stage. We constantly reinvent ourselves to continue accompanying you with clarity, innovation, and a focus on results.



Stop Reacting, Start Building. Transform Reactive Teams into Proactive Forces.



Course 101

Strategic Planning for
Roofing Start-Ups

Course 102

Strategic Leadership & Management
for Roofing Scale-Ups

Course 103

Advanced Growth Management
for Roofing Contractors

Course Programs

Dive Deeper into Growth

101 Strategic Planning for Roofing Start-Ups:

This course is designed specifically for entrepreneurs and small business owners in the roofing industry who are in the process of launching or scaling their start-up businesses. Participants will gain a comprehensive understanding of strategic planning tailored to their industry, utilizing proven tools from Grove International Consultants, such as the SPOT Matrix and the Context Map. Through practical exercises, participants will assess both their internal capabilities and external market conditions. By the end of the course, each participant will develop a personalized 90-Day Gameplan designed to position their business for growth and success in a competitive market.





Learning Objectives

1. Assess – Evaluate your business's internal strengths, weaknesses, opportunities, and threats using the SPOT Matrix tool.

2. Analyze – Conduct a thorough market analysis to identify external trends, risks, and opportunities using the Context Map.

3. Strategize – Develop a strategic vision for your roofing business start-up that aligns with current industry conditions and your business objectives.

4. Plan – Create a detailed 90-Day Gameplan to guide your business launch or growth efforts, focusing on actionable steps for marketing, operations, and financial management.

5. Apply – Implement the strategies and plans developed in class, ensuring a structured approach to achieving short-term and long-term business milestones.

6. Reflect – Continuously evaluate and refine your business strategies based on real-world feedback and evolving market dynamics.

Course Programs

Dive Deeper into Growth

102 Strategic Leadership & Management for Roofing Scale-Ups

This advanced course is designed for business owners and leaders in the roofing industry who are ready to scale their companies by setting a clear direction and motivating their teams for growth. Participants will explore the Drexler-Sibbet Team Performance Model to enhance team alignment and performance. Through strategic tools like the Grove International History Graph and Vision Mandala, leaders will create a compelling one-year vision for their company. They will also develop critical systems, processes, and workflows to ensure effective execution of their strategic growth plans. By the end of the course, participants will have a structured 90-Day Gameplan to begin scaling their businesses.





Learning Objectives

1. Assess – Evaluate your business's readiness for scaling by analyzing team performance, current business capabilities, and potential challenges.

2. Align– Apply the Drexler-Sibbet Team Performance Model to improve team alignment, trust, and collaboration for long-term business success.

3. Envision– Create a one-year business vision using Grove International's History Graph and Vision Mandala, setting strategic growth goals and milestones.

4. Design– Develop scalable systems, processes, and workflows that support sustainable business operations and rapid growth.

5. Plan – Create a detailed 90-Day Gameplan to guide your business launch or growth efforts, focusing on actionable steps for marketing, operations, and financial management.

6. Implement– Lead your business through the execution phase, ensuring that strategies are successfully translated into actionable steps for growth.

7. Evaluate– Monitor and refine your business systems and strategies based on performance metrics, team feedback, and evolving market needs.

Course Programs
Dive Deeper into Growth

103 Advanced Growth Management for Roofing Contractors

This workshop is designed for roofing businesses that have moved beyond startup and scale-up phases, now facing challenges associated with sustaining growth. Using principles from The Founder's Mentality, participants will learn to navigate growth crises, optimize operations, and build resilient leadership teams.





Learning Objectives

1. Confidently Identify and Proactively Manage Growth Crises – Evaluate your business's internal strengths, weaknesses, opportunities, and threats using the SPOT Matrix tool.

2. Develop Proven Strategies to Sustain Long-Term Growth & Foster Leadership Alignment – Go beyond short-term tactics and develop robust strategies to sustain growth momentum in a competitive market. Learn how to align your leadership team around a shared vision and growth plan, ensuring everyone is pulling in the same direction for consistent progress.

3. Strengthen & Optimize Business Operations for Peak Performance & Profitability – Discover practical methods to streamline operations, enhance efficiency, and optimize resource allocation. Learn how to fortify your business foundation to maintain peak performance and protect profitability as you navigate advanced growth stages.

Meet
Melec Trejo

Melec Trejo is the Founder and CEO of Pro-Group, co-founder of International Brokers and Magnificent Properties both leading companies in luxury development and international real state. And now founder and Director of ProMasters a company with a mission to empower entrepreneurs to scale their impact and reduce drama in their operations.

Melec a seasoned entrepreneur himself, creating and helping several companies to grow and scale to Millions of dollars, he understands that business potential is intrinsically tied to leadership. For this reason collaborate and lead a coaching program to help scale the impact of other companies making accessible something that was only reserved for small niche of wealthy companies. Melec is convinced that business success is not only base on great ideas or great talent but in great people, good people.



Join the ProMasters Community
Accelerate Your Growth




ProMasters
Building Magnificence



We believe in your vision. We provide the expertise, tools, and community to make it a reality. Let's scale your impact, together.



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