

JAD COACHING &
CONSULTING LLC

Julie Taylor - Business Coach



Strategic Planning Made Simple!

Develop your plan today!

www.jadcc.com or 267-879-9478



What is

“Strategic Planning?”

- A plan that...
- Ensures your business will sustain financial growth and stability
- Projects 5,10,15+ years



Do you have a “strategic plan” for your business?

- **YES** In order to make your plan or system even more efficient....
 - What would you change about it?
- **NO** How much is it costing you by not having one?



Procrastination...

- Occurs when you are faced with too many decisions and are unable to complete matters of importance
- Is putting off doing something



**What is the real reason
behind your procrastination?**

**What is stopping
you?**

Defeating Procrastination

Tips...

- Use a 'to do' list.
- Break objectives into small steps.
- Maybe you don't want to do this thing at all. Remove it from your 'to do' list.
- Delegate the matter to someone else.
- Notice the critical self-talk – how much energy is being wasted?
- Schedule your time.
- Be realistic.
- Ask yourself 'will doing this support my goals?'

Top Reasons Why Plans Fail:

- 1. Communications
- 2. Leadership
- 3. No plan behind the idea
- 4. Passive Management
- 5. Motivation & Personal Ownership

Paul Johnson of Panache and
Systems LLC



Foundation +

Operations/

Management Plan

= Strategic Plan



Foundation:

- Mission

- Purpose, why your company exists

- Vision

- Defines where your company wants to be in the future

- Values

- Main values protected by the company, reflects culture and priorities



Foundation:

- SWOT

- Strengths, Weaknesses, Opportunities, Threats

- Competitive Analysis

- How can you beat or AVOID the competition?

- USP (Unique Selling Proposition)

- Why do business with your company? What makes you different?



Foundation:

- Target Market(s) or Audience
 - Age, Household Income, Geography
- Product/Service Offering



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“Working Plan”:

■ Marketing

- What has/has not worked?
- Consistent?
- Willing to invest?

■ Sales

- Hire and Pray?
- Structure, Training, Clear Expectations?
- **A person being paid \$50,000 per year who wastes just one hour per day, is costing the organization \$6,250 per year.**



Consider:

- 1. List 5 opportunities that you are not taking full advantage of.
- 2. Identify resources that you may not be utilizing.



“Working Plan”:

- Public Relations
 - Do you know what is newsworthy?
 - Is this a priority?
- Professional Development
- Operations/Equipment
- Vendor/Consultant/Employee
- Budget



“Working Plan”:

- Goals – Dream BIG...
(but please be realistic!)
- Actions Steps (Tactics)
- Monitoring/Accountability
- Revisions



Consider:

- 3. Are you leveraging your time?
- 4. How many “revenue generating” activities/hours are you dedicated to each day?



Critical Mistakes to Avoid:

- 1. Too focused on “today”
- 2. Doing everything yourself
- 3. Working “in” the business versus “on” the business
- 4. Too future focused
- 5. Not reviewing/revising



THE END

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