

Creating a Strategic Plan for Your Best Year Ever!

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What to You Want from this Session?

What strategies?

What tactics?

What insights?

What would make this a valuable 90 minutes for you?

The Bija Company

Support for entrepreneurial organizations

Teach you, coach you, do it for you, do it with you

Private and group coaching

Event keynote speeches and workshops

Customer acquisition systems

Go-to-market research & strategy development

Product, marketing, sales, and customer service integration

Launches for disruptive products (direct & channels).

Upcoming Events

Learn more at MarksWebinars.com.

What is Strategic Planning...

Decide on your destination

What

Why

Where

When

Not who or how.

What is Strategic Planning...

Define success by your definition

What is your definition of success?

What is Strategic Planning

Determine what's important and what's not

Create focus

Simplify

Eliminate

Automate.

Why Strategic Planning?

Directs your resources

Ensure your team is heading in the right direction

Optimize your key assets

Make the most of your capital

Identifies what you need to measure.

Your Role in Strategic Planning:

Vision...

You do this to make your dreams come true.

What dream are you working on?

It's your business, you make the rules

When you let someone else make the rules,
it's no longer your business

Stop asking others what they want,

tell them what you want

You get to ask forgiveness, not permission.

What's your culture?

How we treat each other

How we view our customers

What we stand for

What we won't stand for.

What's your brand? An experience...

That customers value

Are willing to pay for

Want to repeat

Can't get elsewhere

Will tell others about.

Your Role in Strategic Planning:

Value

Sell what you value

Money is a byproduct of creating marketable value

"Do what you love and the money will follow when your market values what you love."

The value curve changes: be ahead of it

Tell customers what to do.

Your Role in Strategic Planning:

Volume

Work smarter, not harder

Not more customers, better customers

Not more deals, bigger deals

Not more revenue, more margin.

Your Role in Strategic Planning:

Risk Management

What could go wrong?

80-20 your risks

What risks can you ignore?

What risks can you insure against?

What assets do you need to secure?

What secrets do you need to protect?

Risks That Only You Can Manage

Believing old truths

Own the means of production

Learning too slowly

Unlearn faster

Hire slow, fire fast

Better yet, don't hire at all.

Strategic Planning:

Maximize Your Three Most Valuable

Resources

Not people, not customers, not IP, not assets,
not location

Energy

Time

Cash flow

Lack means your priorities are wrong

Maximize these with systems

Read How to Fail at Almost Everything and Still

Win Big by Scott Adams.

Expanding Your Resources...

Ruthlessly use the Parato Principle

80% of results come from 20% of the work

80% of headaches come from 20% of the
customers/employees.

Use Parkinson's Law to your advantage

"Work expands so as to fill the time available for its
completion"

Drastically cut all allotted task times

Create impossibly short deadlines

Check in to see how far you got.

Profit from your strengths: exponential leverage

Read Exponential Organizations by Salim Ismail

Hire for your weaknesses: incremental leverage

Don't expect to hire people you like to do what
you don't like.

Create key performance indicators for each

critical function

Get a daily one-line report from who is
responsible

Look at cash levels everyday.

Strategic Plan Components

Mission

Opportunity

Strategies

Tactics and Resources.

Focus on Strategies Instead of Tactics

Strategy: What and Why

Lead by you

Priority: When and Where

Agreed to by you and your partners

Tactics: Who and How

Lead by your partners.

Which is a Strategy and Which is a Tactic?

Theory

Practice

Processes

Opportunity

Execution

Systems

Insight

Information

Mission:

Your Personal Mission

What is your personal mission?

Family, Fitness, Finance, Friends, Fun

No pearls before swine

What will be your legacy?

Mission:

Your Goals

Personal goals: What excites you

Discretionary cash:

What do you want this year?

Discretionary time:

Book your personal time now

The health to enjoy it.

Mission:

Company Goals

SEA (Simplify, Eliminate, Automate)

Interesting and profitable projects

Top-level relationships

Massive customer value

Obscene profits.

Mission:

Vision Statement

"We're the people who accelerate our

customer's business through the judicious

application of information, process

automation, and team education to maximize

business outcomes."

Opportunity:

How and Where to Make Money

SEA (Simplify, Eliminate, Automate)

Can you get up every morning and do this?

Can you create unique value?

Can you reach the market?

Can you build or buy the required resources?.

Focus on Critical Situations

Identify a blood-spurting problem (BSP)

Dire personal or professional consequences if not
solved immediately

It has a natural, unstoppable built-in deadline
Could be personal crisis, rapidly increasing cost,
rapidly decreasing business, or increased
competitive pressure
If they're aware of it and know you can solve it,
they call you.

The Impending Doom Scale

Diagnose the Problem with Assessments

Deliver a terminal diagnosis to who cares most

"I have serious concerns. I've identified a situation
that if it continues, is a massive risk that could
put you out of business. Who is most impacted
by this situation?"

"We will assess the situation to understand the
impact and identify the options. I suggest that we
start right away."

Align your Unique Solution Proposition (USP) to
their Blood-Spurring Problem (BSP)

"The good news is I have an action plan that can
fix this fast and it will be much less expensive
than the alternative."

Business Acceleration Formula

Prove your USP

Solves their BSP
and they buy ASAP!

Opportunity:

Value Statement

"Our customers choose us because we bring
real value to their organization: ideas,
differentiation, implementation. They tell us
they can't get what we deliver any where else,
regardless of price."

Strategies:

How to Accomplish the Mission

Your policies
Your high-level plans
Your insights and intuition.

Strategies:

Volume Statement

"We create our success by embracing a
learning culture: we know more about our
customer's business, the available
technology, and best-of-breed processes
than anyone else. We constantly learn and
share with each other and our customers."

"The most dangerous thing to our competitors is
an educated customer."

Strategies: Products and Services That Create Value for the Target Market

SEA (Simplify, Eliminate, Automate)

What to invent
What to outsource
What to add.

Strategies: Marketing That Creates Relevant Conversations

SEA (Simplify, Eliminate, Automate)

Search
Outreach
Word of Mouth.

Strategies: Sales That Facilitates Profitable Transactions

SEA (Simplify, Eliminate, Automate)

Articulate sales team
Challenger sales model

Read *The Challenger Sale* by Matthew Dixon and
Brent Adamson

Value-based compensation

Fire your poorest performer, now.

Strategies: Customer Service That Earns Loyalty

SEA (Simplify, Eliminate, Automate)

Give your people the ability to solve customer
problems up to a financial threshold
Permission to say no

Customer problems are always product/service
opportunities.

Strategies: Operations and Infrastructure That Scale with Business Cycles

People, places, policies, processes, and
property

SEA (Simplify, Eliminate, Automate)

Take you out of the critical path

Read *Built to Sell* by John Warrillow

Read *The Four Hour Work Week* by Timothy
Ferriss

Outsource everything you can

Better to pay for access and control than
ownership

Systems and processes for everything

If you're going to do it more than once, document
how to do it.

Tactics and Required Resources

SEA (Simplify, Eliminate, Automate)

Have your team figure this out

Provide leadership not micromangement

Everything becomes a process

Work yourself out of the day-to-day decisions.

Strategies: A Culture That Drives a Valuable Brand

How we treat each other and our customers

What we stand for and what we won't stand for

Read *The Culture Engine* by S. Chris Edmonds

Read *Culture Trumps Everything* by Gustavo
Grodnitzky

Check out the Digo Standard

<http://digobrands.com/digo-brands-a-culture/>

What Are You Going to Do Now?

What can you do that's more fun?

What do you need to invent?

What do you need to simplify?

What do you need to eliminate?

What do you need to automate?

What's Next

What are the three best ideas from today's
event?

What are you going to do first?

Let me know how it works and I'll invest 15
minutes with you to tune it up –

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me your comments

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One Sheet Strategic Plan

Mission: Your Personal Mission

Mission: Your Goals

Mission: Company Goals

Mission: Vision Statement

Opportunity: How and Where to Make Money

Opportunity: Value Statement

Opportunity: Specifically, who is your customer.

Strategies: How to Accomplish the Mission

Strategies: Volume Statement

Strategies: Products and Services That Create Value for the Target Market

Strategies: Marketing That Creates Relevant Conversations

Strategies: Sales That Facilitates Profitable Transactions

Strategies: Customer Service That Earns Loyalty

Strategies: Operations and Infrastructure That Scale with Business Cycles

Strategies: A Culture That Drives a Valuable Brand