

*Paul Hoyt's "Office Hours" Series*



# THE **Awakened** CEO System

## Office Hours

mindset

methods

momentum





# Welcome to Office Hours

- A relaxed, informal mentoring program
- Held every Monday at Noon Pacific Time
- All recordings, slides, and exercises are archived in our member's area
- All recordings are available on my YouTube channel:

[www.YouTube.com/user/PaulHoyt](http://www.YouTube.com/user/PaulHoyt)

mindset

methods

momentum





# The Reasons

- Being a successful small business owner can be a great experience!
- It's tough - you need Education, Training, Tools, and Team to be successful
- We want you to get to know us

mindset

methods

momentum





# The Reasons

- First and most importantly, we want you to know that we care about you.
- We want you to succeed in every area of your life, whatever that means to you.
- We want you to find the **greatness**, the **happiness**, the **divinity** within yourself, and then remember it, embrace it, and live it every day.



mindset

methods

momentum



# Our Passion

To increase the survival rate...

Accelerate the growth rate...

And reduce the struggle rate  
of businesses in America

mindset

methods

momentum





# Our Vision...

To help millions of CEOs and  
Entrepreneurs accelerate their business  
growth and enjoy greater harmony and  
balance in their lives

*Please Pass the Word!*

mindset

methods

momentum





# Office Hours Agenda

- In depth discussion of a business success principle
- Closing remarks, special offers, and invitation for next weeks session
- Open Q&A and coaching

mindset

methods

momentum





## Join Us!

- The Awakened CEO Communities on both LinkedIn and Facebook
- Business Success Principle of the Day postings on both Facebook and LinkedIn
- Energy of the Day posting on Facebook

mindset

methods

momentum







THE **Awakened** CEO  
Conversation

- An Interactive Webinar, with special guest Christina Forrester
- Wednesday, November 18th, 6pm PST
- Watch your emails for signup information



mindset

methods

momentum



# Today's Topic: Strategic Planning- Creating Your Roadmap to Success!

mindset

methods

momentum





# The Key Performance Areas



mindset

methods

momentum





# The Key Performance Areas



mindset

methods

momentum





THE **Awakened** CEO  
System



A Balanced and Comprehensive Approach  
to Business Consulting, on multiple levels



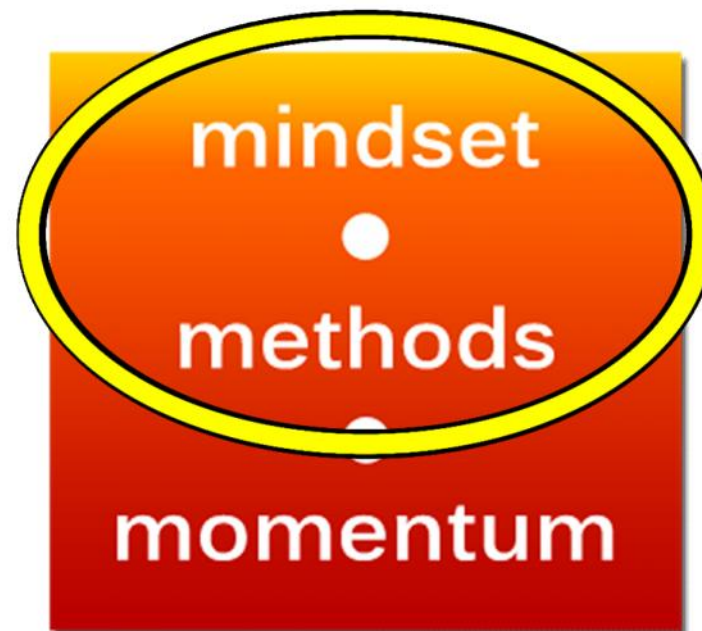
mindset

methods

momentum



# The Awakened CEO System



mindset

methods

momentum





# Agenda

- What is a Strategic Plan?
- What is a Tactical Plan?
- The Value of Planning
- Strategic Planning Processes
- The Most Important Thing
- The Bottom Line

mindset

methods

momentum





# What is Strategy?

- A plan of action or policy designed to achieve a major or overall aim
- A careful plan or method for achieving a particular goal usually over a long period of time
- Choices made to maximize long-term value



mindset

methods

momentum





# Your Strategic Plan...

- Defines long-term goals and the vision for your business
- A plan of action to achieve your goals and create your vision
- “The project plan by which you grow your business”
- ... think chess

mindset

methods

momentum





# What is Tactical Planning?

- Short range planning
- How to carry out objectives
- Detailed, narrow, actionable tasks

mindset

methods

momentum





# What is Tactical Planning

- Typically SMART goals:
  - Specific
  - Measurable
  - Actionable
  - Realistic
  - Time-Bounded

mindset

methods

momentum





# What is Tactical Planning?

- A critical part of the strategic planning process
- No strategic plan is complete without the corresponding tactical plans

mindset

methods

momentum





# Why Do We Plan?

- The Law of Planning ([www.LawOfPlanning.com](http://www.LawOfPlanning.com))
  - Planning improves efficiency, productivity, and effectiveness. Thinking it through before acting, looking before you leap, is almost always a great idea.
  - The level of planning required depends on the complexity of the project. Simple projects need simple plans; massive projects require detailed and thorough plans.



mindset

methods

momentum



# Why Do We Plan?

- “A goal without a plan is just a wish.”  
Antoine de Saint-Exupéry
- “By failing to prepare, you are preparing to fail.”  
Benjamin Franklin
- “If you don't know where you are going, you'll end up someplace else.”  
Yogi Berra



mindset

methods

momentum



# Why Do We Plan?

- To accelerate growth and increase the efficiency of growth
- To reduce the probability of mistakes
- To determine the resources required – and assess the feasibility of the project

mindset

methods

momentum





# Why Do We Plan?

- To communicate to partners and investors our vision for the company
- To clarify and crystallize the vision (the “what”)
- To define and communicate the “how”

mindset

methods

momentum







## In General...

- Where are you going?
- Where are you today?
- How are you going to get there?
- What resources do you need?

mindset

methods

momentum





# Other Benefits of Formal Strategic Planning

- To get everyone's great ideas
- To gain consensus and buy-in
- To improve relationships and morale
- To get an outsider's perspective

mindset

methods

momentum





# Different Types of Strategic Planning Processes

- For mature and large companies
- For smaller companies
- Not a “one size fits all” process

mindset

methods

momentum





# Large Company Process

- Confidential interviews
- Report of findings
- Planning sessions
- Follow-ups and check-ins
- Optional: financial model

mindset

methods

momentum





# Confidential Interviews and Findings

- Confidential interviews
  - To give people a chance to be heard
  - To address issues not appropriate for group
  - To determine the fitness of the company to create and execute a plan
- Report of findings



mindset

methods

momentum



# Planning Sessions

- Offsite and focused
- Everybody speaks
- Everybody listens
- Everything gets discussed
- Everything is recorded
- Brainstorming, consensus and buy-in are the primary objectives

mindset

methods

momentum





# Planning Sessions

- Values
- Vision
- Long-term and mid-term goals
- History and significant achievements
- Current products and services
- Current markets and industries
- Trends and opportunities
- Product development roadmap

mindset

methods

momentum





# Planning Sessions

- Market positioning
- Market expansion opportunities
- SWOT analysis
- What's working and what's not
- High-level growth strategies
- Critical competencies and success factors

mindset

methods

momentum







# The Key Performance Areas



mindset

methods

momentum





# Sub-Strategies

- Marketing strategy
- Product development strategy
- Sales strategy
- Infrastructure and Operations strategy
- Partnership and alliance strategy
- Financial strategy
- Service strategy

mindset

methods

momentum





# Phased Growth Strategy®

	Phase 1	Phase 2	Phase 3
Timeframe	3 mos	6 mos	12 mos
Products	A,B	A,B,C	A,B,C,D
Sales	\$100k	\$500k	\$1.5 kk
Staff	2 execs	Add 2 admin	Add 2 service

mindset • methods • momentum



# 90 Day Plans

- Top 3 – 5 goals and supporting tasks
  - Month by month
  - With detailed assignments and due dates
- Other activities in all of the Key Performance Areas

mindset

methods

momentum





# Follow-ups and Check-ins

- Weekly, monthly, and / or quarterly
- Senior or mid-level management coaching and execution support
- Quarterly adjustments
- Annual re-plan

mindset

methods

momentum





# Optional: Financial Model

- Defines the cost of expansion – especially the cash needed to expand
- Often required if you are raising capital
- Month by month
  - Income statement
  - Balance sheet
  - Cash flow
- May cause you to alter your plans

mindset

methods

momentum





# Large Company Process

- Confidential interviews
- Report of findings
- Planning sessions
- Follow-ups and check-ins
- Optional: financial model

mindset

methods

momentum





# Small Company Process

- Planning Session(s)
  - 2, 4, or 8 hours
- Simple Phased Growth Strategy®
- 90 Day Plan with budget
- Follow-ups
  - Monthly or Quarterly
  - Annual re-plan

mindset

methods

momentum







# The Hot Dog Stand

- Pick a fun and simple brand that you can trademark and expand with
- Find a great location
- Offer a variety of hot dogs and condiments
- Sell candy and soft drinks and other high margin products

mindset

methods

momentum





# The Hot Dog Stand

- Show up every day and be happy for and with your customers
- Focus on the experience!
- Listen to your customers and focus on relationships

mindset

methods

momentum





# Medium Sized Company Process

- Contains some of the elements of a Large Company Plan
- Usually 1 – 2 days

mindset

methods

momentum





# The Most Important Thing...

- It's not about the plan – it's about achieving the desired outcomes
- The plan is a tool, not the end game
- “A mediocre plan well executed is far superior to a complex plan that sits on the shelf.”
  - Dave Mead



mindset

methods

momentum



# Success is in the Execution!

- 1% vision
- 2% plan
- **97% EXECUTION!**

mindset

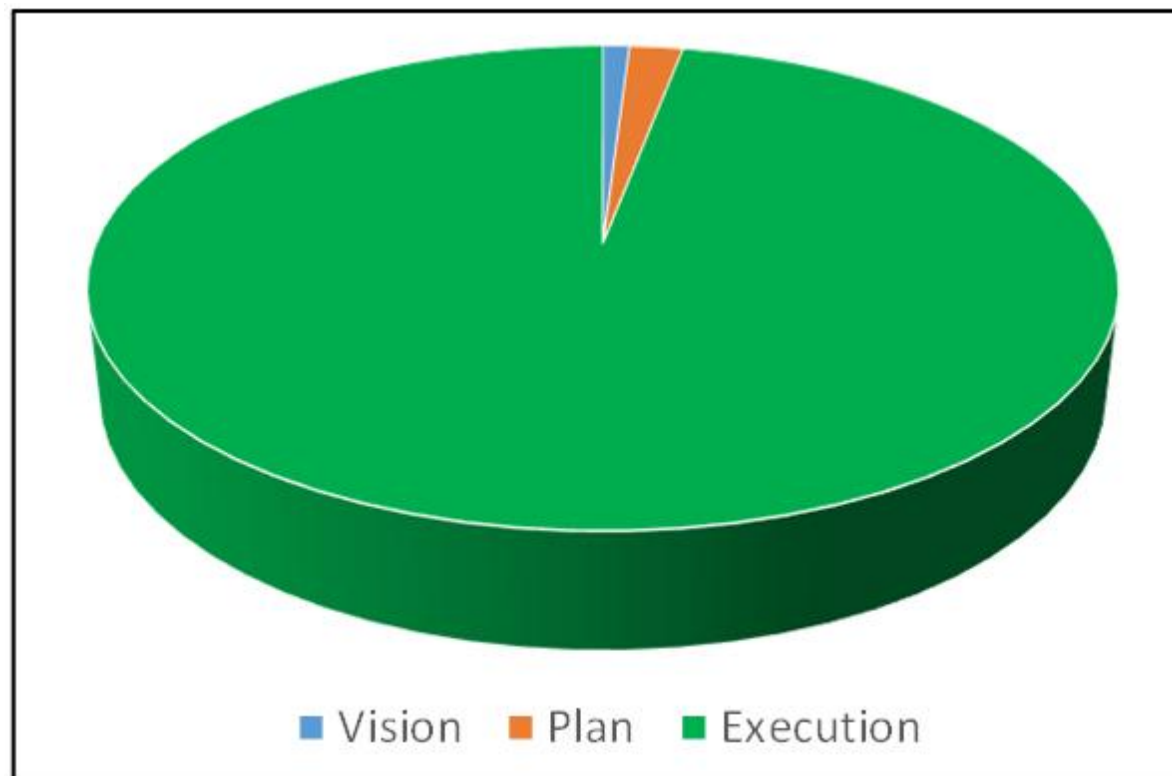
methods

momentum





# Success is in the Execution!



mindset

methods

momentum



# One of my favorite sayings...

- “If you can’t execute a 90 Day Plan, you have no hope – **NO HOPE!** – of executing a 5 year plan.”
- So focus on the tasks at hand
  - Do them well
  - Do them quickly
  - And then move on

mindset

methods

momentum





# The Bottom Line

- If you want to be efficient in growing your business – get a Strategic Plan
- Always complete the process by creating corresponding Mid-Range and Tactical Plans
- Hold people accountable for doing their part
- Get coaching and support to help you in the process – it's essential!



mindset

methods

momentum





# Agenda

- What is a Strategic Plan?
- What is a Tactical Plan?
- The Value of Planning
- Strategic Planning Processes
- The Most Important Thing
- The Bottom Line

mindset

methods

momentum





# Homework / Exercise

- Think about the level of planning you need and
  - Your budget to create the plan
  - Your budget to implement the plan
- Get a Strategic Planning specialist to assist in the process
- Create a plan, and... EXECUTE!



mindset

methods

momentum



# Open Q & A and Coaching – in a minute

- Comments and questions on the topic of the day, then any other issues
- Tell me what your biggest “take-aways” are and what insights you gained from this presentation
- Tell me what you are going to focus on

mindset

methods

momentum





# Our Support Services

Service	Teach You	Do It With You	Do it For You
Education	X		
Training	X		
Coaching	X		
Advising / Mentoring	X	X	
Consulting		X	X
Growth Management		X	X



mindset

methods

momentum



# Next Office Hours: Nov. 16th

- Topic is: TBD
- Let me know what topics you would like for me to address: [www.PaulsSurvey.com](http://www.PaulsSurvey.com)
- Do your homework!

mindset

methods

momentum





THE **Awakened** CEO  
Conversation

- An Interactive Webinar, with special guest Christina Forrester
- Wednesday, November 18th, 6pm PST
- Watch your emails for signup information



mindset

methods

momentum



# Open Q & A and Coaching

- Comments & questions on the topic of the day, then any other issues
- Contact Me at [paul@paulhoyt.com](mailto:paul@paulhoyt.com)  
call or text: 415.997.8001
- [www.SchedulePaul.com](http://www.SchedulePaul.com)



mindset

methods

momentum

*Paul Hoyt's "Office Hours" Series*



# THE **Awakened** CEO System

## Office Hours

mindset

methods

momentum

