



Session Title:

What's Your (Strategic) Plan?

With Doug Hickok

I am very excited to come and work with you at the upcoming conference about how to create your strategic plan.

So, I will introduce you to strategic planning this way: instead of describing what a strategic plan is, I would rather tell you how you could use one.

Read the brief report (below), and you will see how strategic plans help business owners.

Also, spend some time before you come thinking in detail about what your ideal life would look like when you no longer have to work.

Having a detailed vision of that life will really help you build your plan during our session.

I'll see you soon!

Doug Hickok, CEO
Institute for Provocative Leadership

7 Ways Your Strategic Plan Will Ignite Your Business!

By Doug Hickok, CEO,
Institute for Provocative Leadership

1.) **Keep it in front of you:** I can't tell you the number of entrepreneurs who tell me they have some kind of plan for their business, but they haven't looked at it in years. Your strategic plan won't help you if you let it gather dust. Out of sight, out of mind.

Make copies of your plan and put them where you will see them. At work, in your car, at home – put them where you can't help but see them. This will stimulate your thinking, keep you on track, and spark new ideas.

- Put times in your *schedule* to pull your plan out and work on it.

2.) **Put your strategic plan where everyone else in your organization can see it, too.** Post it on the bulletin board or wall at work. Put a copy in the break room. Hold a periodic strategic plan update session with your people – get them *involved!* Give them strong incentives to fulfill their parts of your plan.

- You can't fulfill your strategic plan all by yourself.

3.) **Business coaching comes with the plan, so use it to multiply the power of your plan.** Your coach is highly trained in the strategic planning process, and can help you reach your goals in many ways. S/he will give you processes and resources to use, encouragement, accountability, and a neutral source of feedback. Recent surveys show that business coaches offer return-on-investment (ROI) to their clients of 270% or more.

- No matter how smart you are, two heads are better than one.

4.) **Use your quarterly plan!** A quarterly planning template comes with your strategic plan. Use it every quarter, and the odds of successfully implementing your plan go way up. Your quarterly plan breaks down your big plan into bite-sized pieces so you know *exactly* what short-term steps you and your people need to take in order to reach your bigger goals within the plan.

- Big steps are paralyzing; small steps get done.

5.) ***Use your plan to make decisions about new opportunities.*** Back before you had a strategic plan, you probably invested a lot of time and energy wondering if you should include this or that new thing in your business. You may have even done some trial-and-error projects to find out if they would work.

Now you can use your plan as a yardstick to immediately measure the value of any new opportunity that comes along! It is quick and easy to tell whether something new fits within your plan or not, and that makes it easy to say “No” to things that would pull you off track, or “yes” to things that support the plan. Save time, effort and money.

- You avoid false starts and distractions - you stay focused and productive.

6.) ***Your strategic plan is a living document.*** It is an aiming point with a lot of goals and steps built into it. As you put it into action, circumstances may change here and there, and your plan may need to be updated. It’s a good idea to sit down once a year with your Smart Strategy coach and tweak the plan so it reflects any changes you need to make to keep it up to date.

- Be sure to communicate your update to everyone who is involved in your plan with you.

7.) ***Your strategic plan isn’t just a plan.*** It becomes a way of thinking, a way of looking at your business and seeing immediately and clearly what is needed as it grows. After a while, it just becomes part of what you do – you have an inner compass along with your physical planning document that naturally and instinctively keeps you on track.
