

ENTREPRENEURIAL LEADERSHIP & STRATEGIC THINKING

Development Sessions	The group of participants will meet as needed to cover all text materials and workbook completion. Each session will be approximately 2-3 hours in length. Each session will end with specific goals and action steps to be accomplished by the next session.
Follow-Up Sessions	The group will meet on a set schedule to be determined following the last session. Participants will present progress reports on the organizational goals. When needed, additional content may also be part of these sessions.
Audio CD Series	5 chapters of program content in audio form enables participants to have multiple exposures to the content between sessions allowing the sessions to be hands-on and application oriented. 5 exposures during the week between sessions results in content retention in excess of 60%. Content includes: Building A Successful Business A Passion For Succeeding Developing A Competitive Edge Business Planning and Execution Generating Customers and Profitability
Text	Exact same content as audio series. The text is also used as a reference guide that provides a base of knowledge about the strategic planning process and is used as a reference guide.
Workbook	Workbook Sections include: Strategic and Business Planning Process Basic Foundation and Business Philosophy Vision and Values External Assessment Internal Appraisal S.L.O.T. Analysis Mission Statement Critical Goal Categories The Market Plan The Sales Plan Dashboard Development Worksheet Strategic Plan Recap
Organizational Vision	Participant(s) will come to consensus as to the long-term vision for the organization.
Critical Goal Categories	Participant(s) will focus on the creation of 5-8 broad, general categories and will determine plans for completion by developing written goals with measurable action steps.
Measurable Results	The process is customized and tailored to achieve the measurable outcomes set by each specific client.
Phone/Email Consultation	Participant(s) within the group will have unlimited phone/email consultations with facilitator during the process