

The Business Strategy Roadmap

Most CEOs and business owners have great ideas about how they want to evolve and where they want to go. However, they rarely make sufficient time to combine these ideas into a holistic, cohesive, and actionable plan. The result, at best, is slow to moderate growth and constant firefighting; at worst, a great idea or business going nowhere fast. Decisions can be difficult to make when there's no frame of reference, and it's hard for stakeholders to align with the business when there's no game plan.

Strategy Is Based On 3 Things



1

Where you are now.

What is the current situation in every aspect of your business, both internal and external?

2

Where you want to go.

What will it look like, and how will you feel when you get there?

3

What's in the way.

What are the obstacles that need to be overcome, the opportunities to be seized?

Strategy Session Journey

DAY 1

What are you doing and why?

Looking at every aspect of your business and determining its current readiness for the task at hand.

Identifying areas of uncertainty in direction, lack of knowledge or appropriate resources.

Identify areas where there is a lack of consensus and seek to find one.

DAY 2

Creating Affinity Groups—what things can be tackled together.

Formulating the Strategic Objectives

Rating the Key Drivers: Impact and Certainty

Identifying the critical Key Drivers: the things that will ultimately determine your success or failure.

What don't you know?

Creating Sub-objectives

Assigning a Timeline

Success

The Deliverables



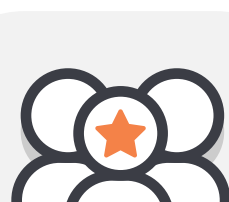
A one-page Timeline with typically 20-25 key objectives.



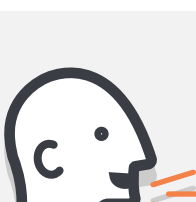
A clear understanding of the problem you solve and why you are uniquely positioned to deliver.



A vision or clear description of the destination you are travelling to.



Introductions, if required, to trusted subject-matter experts than can help you address key needs.



A story to tell - one that will excite you, your employees, your investors, and your customers.



And most importantly, a deep-rooted sense of confidence in the way forward!

John Tooher expertly guides CEOs and entrepreneurs to develop a comprehensive and actionable roadmap for achieving their business goals. Strategic planning is a combination of art and science: the art of encouraging and facilitating candid discussions, and the science of reviewing and organizing the resultant inputs to produce concrete must-do objectives. If you're ready to see the future of your business with greater clarity and confidence in the way forward, let's talk.