

SESSION SCHEDULE

WEEK 1

STRAT PLANNING 101

The 4 N's of Strat Planning

New Clients

New Hires

New Threats

New Revenue

WEEK 2

TARGET AUDIENCE

Understanding your client's burning needs is foundational to your strategic plan. Exercises and templates will help you facilitate key drivers to your products and services

WEEK 3

COMPETITIVE SET

An in-depth knowledge of your competitors helps you find whitespace opportunities and creates a path for differentiating your offering over your competitor's

WEEK 4

SWOT ANALYSIS

Determine your company's products and services: Strengths, Weaknesses, Opportunities & Threats?
Discover how to future proof your company with exercise

WEEK 5

CORE DIFFERENTIATORS

Define your unique offering and marketing position to set your business up for success!
Exercises and stress tests will help you think about your business in a new way.

WEEKS 6 - 8

DEVELOP & FINISH YOUR PLAN

Develop, polish and present your plan
Establish a short and long term strategy
Stay on track with status reports & KPIs