

# STRATEGIC PLAN + MARKETING PLAN FOUNDATION

## Part 1: Strategy

### Overview

There are many ways to grow and market your business and as we always work, you'll be guided through this process to develop the strategic plan that's aligned for your business. Once you get clear in your growth objectives you'll then develop a marketing plan with commitments to consistent action to support the growth plan.

Strategic planning and execution is a constant in both personal and business evolution.

In this workbook you will be prompted to revisit former materials you have engaged:

- Mission, Vision and Guiding Principles
- Customer Personas and Competitive Analysis

You have done this work previously to define your target audience and develop your offers, however, if you have not revisited it or if something isn't clear in your strategy it's time to visit that again. You can also reference your brand playbook to refresh your memory.

Remember being motivated to do something doesn't mean you have to love it, you just need a reason to do it. You are aligned to your clear mission, goals and you love the results that your consistent action creates, so channel that energy as you go forth and update your strategic plan and marketing commitments.



#### Part 1

Part 1 in this process is the strategic plan including:

- Self Reflection
- Brand Foundation - Mission, Vision, Values, Guiding Principles
- Analysis: External Competitor Analysis and Internal SWOT analysis

#### Part 2

Marketing Plan

## You are the life force of the business

Through this process you are focusing on your strategic planning goals for your business. However, you are the leader (the engine) that makes the business run, and therefore, your personal fulfillment along with your personal strengths and gaps are critical to your business growth strategy. You likely got into business to fulfill a business mission, and also for personal reasons such as greater flexibility, personal happiness, greater earning potential. If something within you is off, it's likely affecting your business. So before looking externally at marketing, we must always check in with ourselves as we're the engine that fuels the business.

## The dream cloud

It's important to allow yourself to dream. Dream of what you desire. Of the infinite possibilities! As an entrepreneur/small business leader, you likely have many goals, ideas, and the list of all that needs to be done can be overwhelming. The path to growth does require focus however this doesn't mean that you need to thwart your dreaming. This process is here to help you align to the most important dreams and goals and strategically move those forward. It's better to focus on a few things and execute them very well to get your baseline in place rather than doing multiple things ineffectively. Throughout this process, you are encouraged to write out all of your dreams and goals. Then you will narrow down your top 2-3 Strategic Objectives. All of your ideas and goals might not fit into those strategic objectives so for now they go into the cloud, until you are ready to take action on them.

## Agile Implementation

Agile implementation means to keep your focus on the strategic plan, while being open to iterating as you go. As a small business, one of your greatest strengths is agility: adjusting to market changes, and client needs. This doesn't mean to change your strategic plan constantly. It means: being flexible to where something needs to shift course to help you achieve the strategic goals you've outlined. Your strategic plan likely won't change, but aspects of the implementation might. A strategic plan is not something to create once a year and put it in a drawer. To think and lead your business strategically means to keep your strategic goals at the forefront. Every new opportunity, decision and use of your time should be measured against how it aligns to your strategic plan you've set for the year. If it doesn't align, it may mean it's something that you shouldn't be focusing on. To be an agile implementor means to implement your plan daily so embrace this process and your strategic planning document as a tool and resource that you can use regularly in your business!

## Reflections

**What is working really well in my business:**

**All gaps/problem areas I feel are important to address in my business:**

## Self Check in

Am I personally happy, why or why not?

Is my business supporting the life I desire? If not, why not?

Am I living a life that I'll look back on and be grateful for/proud of?

What (if anything) do you desire to improve in 2020?

What (if anything) needs to change?

## Ideas for the cloud

## Save it in the cloud

## Me as the leader

My best strengths as a leader are:

My gaps/weaknesses that I'm aware of are:

How I maximize time/focus to engage my best strengths:

How I make up for gaps/weaknesses (what resources are in place?)

What do you perceive your biggest growth opportunity as the leader to be?

In what area do you wish to improve as a leader in 2020?

What (if anything) needs to change to help this happen?

## My business

What I'm most proud of in the business to date is:

Our biggest area for growth is:

Our biggest gap/weakness is:

How are you nurturing your growth opportunity?

How are you addressing the gaps/weaknesses?

What (if anything) needs to change to help this happen?

## Someday goals...

## **Who Are We?**

Mission Statement: Your mission statement explains why your company exists. It's what you are working to fulfill.

What we do:

How we do it:

For whom we do it:

What value that brings clients/why it matters to them:

## **Vision Statement**

The vision statement describes the future desired state of the company. Write yours here:

## **Guiding Principles**

What are the guiding principles (beliefs) statements that steer your company?

## **Values**

What are the values that define your company culture?

### External Competitor Analysis

In order to better understand your position in the market, your unique differentiator, and to inform your strategic goals, it requires understanding your place in the market as it relates to competition. Refer to the competitor research guide. This is going to help you see more clearly how you are different and what YOU have to offer!

### Internal SWOT Analysis

In order to better understand your opportunities and gaps, it requires taking an honest and vulnerable look at your business through a SWOT analysis: Strengths, Weaknesses, Opportunities, Threats. You can use this space here or refer to your brand playbook to complete this. **Don't skip this step as it will help reveal what your top strategic objectives need to be to help fill/address any gaps!**

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### SMART Goals

SMART goals are clear targets that help to hone your strategic focus to a clear point in the distance to drive your strategic objectives. You're aiming to identify 1-4 priority SMART goals. In some cases, you may have 1 SMART goal, and that's ok. It's important to make it achievable! The SMART goals will go into your strategic planning document and will guide the work of your business over the next quarter or year (whichever time frame you are working on) **SMART Goals are Specific, Measurable, Achievable, Relevant, and Time-Bound.**

### Your Strategic Plan

Based on everything you've been assessing and considering, you are now at a point where you've identified the 1-4 key SMART goals for your company. All other ideas have been stashed in the cloud for safe-keeping. Go to work on