

The Gut Feel Founder

Instinct is everything
You make decisions on the fly
Go with the flow

WHERE YOUR STRATEGY LIVES

In your head

Your instincts have taken you this far. Imagine what they could do with a target to aim at.

Your strategic superpowers

- You decide fast and rarely get stuck in analysis paralysis
- You have a real nose for opportunity and for people
- You adapt quickly when things change

Your blind spots

- Nobody else can see the plan, including the people who work for you
- It is hard to know if you are winning, or off course, without a defined target
- Every decision runs through you, which caps how far the business can grow

How to take better advantage of your strategic vibe

Your gut already knows where the opportunities are. Use it as an **input** to your plan, so your instincts get a destination instead of a direction of the week.

Turn the page to see the path from Gut Feel Founder to Strategic CEO. ⟶



The Gut Feel Founder

From Gut Feel Founder to Strategic CEO

FROM		TO
Strategy lives in your head	→	**Your long-term vision written in plain, clear sentences**
Deciding on the fly	→	**Short-term priorities that make "yes" and "no" fast and easy**
Only you know where we are headed	→	**A shareable deck your team and advisors can rally around**

What is a contextual strategy?

A contextual strategy is built from your company's long-term vision from the 30,000 foot view. Each of the frameworks gives added flavor to your strategy, giving direction to every decision, initiative, target and day-to-day action. The result is crystal clear: you and any of your stakeholders can **instantly tell whether a decision moves toward the vision or drifts from it**.

- **Easy to refresh.** Update annually what changed in your business, clients or marketplace, and keep what still works.
- **Easy to communicate.** It lives in a clear, presentable slide deck, not in your head.
- **Built for alignment and engagement.** When your team, key advisors, networking besties, and referral partners can all see your vision, they know how to help and why it matters.

Build it with me in 6 weeks

The **Build Your Bada** Strategic Plan** workshop walks you through the full contextual strategy framework with a digital workbook as your guide. By the end, you will have your company strategy for this year and the long term, in a slide deck you can share with your team, key advisors, networking besties and referral partners. It is offered **only during planning season**, so the window to start is now.

Turn the page for dates and how to enroll →



Build Your Bada** Strategic Plan

in just 6 Weeks

A proven methodology that turns your long-term vision into a plan, and your plan into a deck.

What you will create

Your Company Strategic Plan
Your strategy for this year and for the long term

Uncover Your Opportunity Blind Spots
Spot quick adjustments for big changes, and the yeses that launch you forward

A Presentable Slide Deck
Ready to share with partners, advisors and your team

Quick Decisions All Year
Methods for making quicker, better business decisions

A Repeatable Framework
All 10 points of a contextual strategic plan, reusable every year

A Clear Guide For Your Team
Employees, contractors and advisors rowing in the same direction

Dates (all sessions virtual)

Thursday 10/29 · 11:30am–1:00pm
Thursday 11/05 · 11:30am–1:00pm
Thursday 11/12 · 11:30am–1:00pm
Thursday 11/19 · 11:30am–1:00pm *(working session / Q&A)*
No session Thanksgiving week
Thursday 12/03 · 11:00am–1:00pm *(Strategic Plan presentations)*

Your investment

$479

Includes your digital workbook and online community access to videos, templates and community conversations.

"I have thoroughly enjoyed this program. It's really what I needed to start taking my business more seriously as a business."
— Donna Hidalgo, On Point Plus

"Great program and loved seeing everyone's plans."
— Cindy Johnson, Just Fur Awhile

"It's been a great experience."
— Mindy East, Speak to Scale & Networking School

REGISTER HERE →

thinkbigimpact.com/buildyourstrategicplan