

The Hustle Survivalist

Too busy to make the plan.
Strategy is a luxury for when you've
"made it" enough to slow down

WHERE YOUR STRATEGY LIVES

Maybe you'll do one next year

Your drive is the reason you are still standing. A plan is how you stop running in place.

Your strategic superpowers

- You have grit, work ethic and resilience to spare
- You are close to your customers and what they need
- You get things done, even when the odds are not great

Your blind spots

- Every week is reactive, so busy gets mistaken for progress
- The time you do not have for planning is the time a plan would give back
- Your team waits on you for direction because the direction is not written down

How to take better advantage of your strategic vibe

You already have the energy. A few focused weeks of planning aim it at **the work that actually moves the business**, so you can say no faster.

Turn the page to see the path from Hustle Survivalist to Strategic CEO. ⟶



The Hustle Survivalist

From Hustle Survivalist to Strategic CEO

FROM		TO
Too busy to plan	→	**Treating planning as the investment that buys back time all year**
Reacting to what is urgent	→	**Priorities that tell you what to say yes and no to**
"Maybe next year"	→	**A finished plan, in a deck, with a date on the calendar**

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 pushed off to "maybe next year."
- **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