

The Spreadsheet Spinner

Tabs on tabs with budget,
pro-forma and forecast

WHERE YOUR STRATEGY LIVES

In a 14-tab spreadsheet

You have the rigor most founders wish they had. Now give your numbers a story.

Your strategic superpowers

- You are grounded in data and financially disciplined
- You think in scenarios and can see how the pieces fit
- You are thorough, and you do not skip the details

Your blind spots

- Forecasts show what could happen, not why it matters or what to do next
- Nobody else can follow 14 tabs, so buy-in stays low
- A plan with no narrative rarely gets people excited to row in the same direction

How to take better advantage of your strategic vibe

Your numbers are the proof behind a great strategy. Lead with the vision, then let your analysis **back up the story** instead of being the story.

Turn the page to see the path from Spreadsheet Spinner to Strategic CEO. ⟶



The Spreadsheet Spinner

From Spreadsheet Spinner to Strategic CEO

FROM		TO
Forecast first	→	Vision first, with your numbers supporting the story
14 tabs of detail	→	A handful of clear slides that show where you are going and why
A plan only you understand	→	A story stakeholders can follow in minutes and get behind

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 a 14-tab spreadsheet.
- **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