

The AI Planner

You ask AI to build the strategy for you.
More than once, each time with different prompts.

WHERE YOUR STRATEGY LIVES

Many conversations deep in an AI thread

AI is a great thinking partner. It just needs your strategy to work from, not the other way around.

Your strategic superpowers

- You are resourceful and quick to adopt new tools
- You do not stay stuck for long
- You are open to fresh perspectives and new angles

Your blind spots

- Each new chat starts from scratch, so advice conflicts and direction shifts
- AI answers can be generic when they are not grounded in your business, clients and market
- Your team and stakeholders cannot see a strategy that lives in a private thread

How to take better advantage of your strategic vibe

AI is most powerful when **you** set the direction. Bring it a clear strategy and ask it to pressure-test, refine and draft, not to decide for you.

Turn the page to see the path from AI Planner to Strategic CEO. ⟶



The AI Planner

From AI Planner to Strategic CEO

FROM		TO
A new prompt, a new strategy	→	One strategy built on your real business context, refined with AI
A plan buried in a chat thread	→	A single living document you can find in seconds
A private conversation	→	A presentation your whole team and stakeholders can see and understand

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 buried many conversations deep in an AI thread.
- **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