

The Strategic CEO

Has a contextual strategy that can be refreshed
every year given changes in the business,
your target clients or market trends

WHERE YOUR STRATEGY LIVES

In a beautiful, shareable slide deck everyone can rally around

You are already doing what most founders only talk about. The goal now is to keep it sharp.

Your strategic superpowers

- You have a clear long-term vision driving a focused short-term strategy
- Your team and stakeholders know where the business is headed
- You adapt on purpose, not in panic

Watch-outs

- A great deck can gather dust if it is not revisited
- Markets, clients and your own business keep changing underneath it
- New partners and team members need to be brought into the plan

How to take better advantage of your strategic vibe

Your edge is a strategy that stays **current and shared**. The yearly refresh is what keeps your vision, your strategy and your stakeholders aligned.

Turn the page to see how to keep your edge. ⟶



The Strategic CEO

Staying a Strategic CEO

NOW		KEEP DOING
Set it and forget it	→	**A yearly refresh built on a repeatable framework**
A plan only leadership knows	→	**Everyone, including new people, onboarded to the plan**
Reacting to market shifts	→	**Adjusting your strategy deliberately, in context**

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 anyone's head, a notebook or a chat 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