

Success Map: for the Entrepreneur & Small Business Owner



Strategic Thinking is the process of determining and envisioning the future to which you aspire and the growth you will have to realize to achieve a future state. It is a management tool which will help a small business do a better job focusing the energy of its employees, and ensure they are all working toward the same goals. It is also a tool used to assess and clarify your direction and response to changing environments.

As an entrepreneur and small business owner, you will need to concern yourself with visionary activities, planning, and leading people. As the leader for your business, people will look to you for coaching, leadership, guidance, support, decisions and leadership ability. You now must decide what needs to be done to succeed, and then you must do it, and you must do it right away.

Business owners and leaders today have found that developing a strategy (success map) and an implementation plan is far more effective than leaving the future to chance. Furthermore, developing a strategy, a vision, a mission, and a specific plan of action contributes to long-term, sustainable success. If implemented correctly, it will create higher levels of motivation and commitment, and fuel continuously higher levels of achievement from everyone within the business.

The **Success Map for the Entrepreneur & Small Business Owner** program provides a format for developing specific strategies, converting those strategies into a business planning process, and establishing measurable and attainable goals. It is a process that involves not only determining where your business wants and needs to go, but also, how it is going to get there. Determining where you want to take your business is key. This process also includes personal leadership components all entrepreneurs and small business owners need to take that key and unlock the door to personal and professional success.

Steps for Planning an Effective Success Map

- Basic Foundation
- Vision and Values
- Values and Principles
- External Assessment
- Internal Appraisal
- Mission Statement
- Critical Goal Categories
- Market & Sales Plan
- Implementation

The Results are Measurable

- Increased Revenue
- Strengthened Focus on Attracting, Servicing, and Keeping Customers
- Greater Employee Contributions to Results Realized
- Defined Strategic Direction
- Developed and Sustained Values
- Motivated Employees
- Measurable Growth
- Sustainable Results

Success Map: for the Entrepreneur & Small Business Owner



Week One

Kickoff

- ✓ What you can Expect from Us
- ✓ What is Expected of You
- ✓ Key Outputs Review
- ✓ Success Mapping Process
- ✓ The Formula for Success

Week Two

Building a Successful Business

- ✓ Your Roles
- ✓ How to get the Most from this Program
- ✓ What is Strategic Thinking & Planning
- ✓ Building a Sustainable Business
- ✓ Your Dreams, Your Vision

A Passion for Succeeding

- ✓ Values
- ✓ Ensuring Your Success
- ✓ Success Formula
- ✓ Developing Success Attitudes
- ✓ Affirmations
- ✓ Becoming an Entrepreneurial Leader

Week Three

Developing a Competitive Edge

- ✓ External Assessment
- ✓ Market Segments
- ✓ Competitive Analysis
- ✓ Trend Analysis
- ✓ Structure
- ✓ Resources
- ✓ Developing a Base Strategy
- ✓ Selecting a Base Strategy
- ✓ Strengths, Limitations, Opportunities & Threats

Week Four

Business Planning & Execution

- ✓ Business Planning
- ✓ Mission Statement
- ✓ Doing the Right Things Right
- ✓ Critical Goal Categories (CGCs)
- ✓ Shortening Your Personal Learning Curve
- ✓ Personal Goals

Week Five

Generating Customers & Profitability

- ✓ The Market Plan
- ✓ Market Communications
- ✓ Sales Plan: Why do People Buy?
- ✓ The Sales Process
- ✓ Determining Customer Needs
- ✓ What is a Customer-Driven Organization?
- ✓ Speed and Flexibility
- ✓ Exceed Customer Expectations
- ✓ Your Organization
- ✓ Financial Budgeting
- ✓ Financial Planning
- ✓ The Review Process
- ✓ Summary

Week Six - Eight

Individual Coaching Sessions

- ✓ Turning what you learned into performance
- ✓ Developing your style
- ✓ Creating Your Personalized Action Plan