

3. Strategic Planning Workshops

This program is for:

- Business owners that have been in business from 5 to 10 years
- Companies with gross sales over \$1,000,000

How it works:

You can sign in as a preliminary workshop before you start the program to assess the company, or after a year, or anytime you feel you are stuck and you need a boost. It is real brainstorming on your whole enterprise: your clients, your revenues, your team, your products or services.

These workshops focus on a growth strategy and implementation plan for your business. It involves 2 days on site, at your business, plus one or two meetings in advance to do the prep-work. They are chaired by a Wardell Business Advisor with a minimum of 10 years of experience with multi-million-dollar companies, an awarded program that has proven successful since 1999.

Your senior advisor will guide you through a logical thinking structure to set your company up to growth.

DAY ONE – GROWTH STRATEGY

- Internal Review: An assessment of your current state of business.
- External Review: Uncover the critical issues of your business.
- Threats And Opportunities: Identify the key elements.
- Strengths And Weaknesses: Identify and cross reference with the relevant threats and opportunities.
- Where We Play: Define what you sell, to whom and how.
- How We Win: Based on all the above, we identify your growth strategy.
- Corporate Vision: Where you would like to see your business in 5-10 years from now.

DAY TWO – IMPLEMENTATION PLAN

- 3-year Financial Targets: Establish your 3-year financial objectives.
- 12-month financial targets: Where you need to be 12 months from now.
- Departmental Objectives: The main objectives to achieve for each department.
- Relevant Systems: The critical systems that need to be developed.
- Key Performance Indicators (KPIs): Metrics for measuring progress.
- Keystone KPI: Identify a universal KPI that everyone can rally around.

Benefits:

- It gives you a clear picture of your existing business and what it will look like in 1 or 5 or 10 years;
- It allows you to grow your business without the growing pains.