Most business plans are out of date the moment they are printed.  They make us feel good as we can make almost any idea look like the new best thing on paper.  A living strategic business plan moves and changes as you do and as you need.  Instead of becoming a measure of what you thought you would do, a living strategic business plan/method will propel you forward and help you put in place the things you need before systems break down and frustration sets in.  It’s a methodology and way of managing your growth and the factors that help and detract from where you want to go.

Take a business owners journey through the 6 pillars that make or break a business and that need to be part of your strategic business plan.  Understanding the “why” behind each of these pillars is key to the profitable and fun growth of your company.  We’ll be exploring how People, Product, Pipeline, Process, Finance and Culture need to work together for optimum results and ways to keep ahead of the curve in these areas.  Let’s get the fun back into owning your business while building it in a way that it allows you to enjoy your life too.