



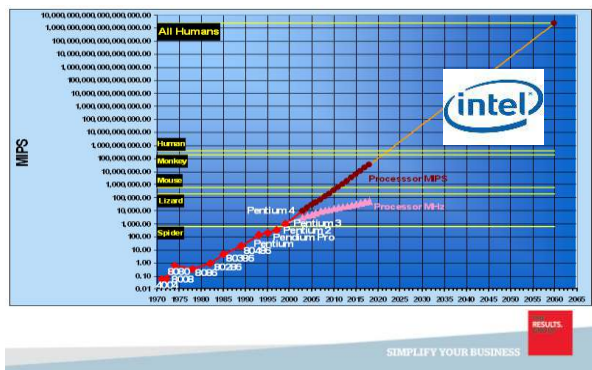
The Cycle of Business

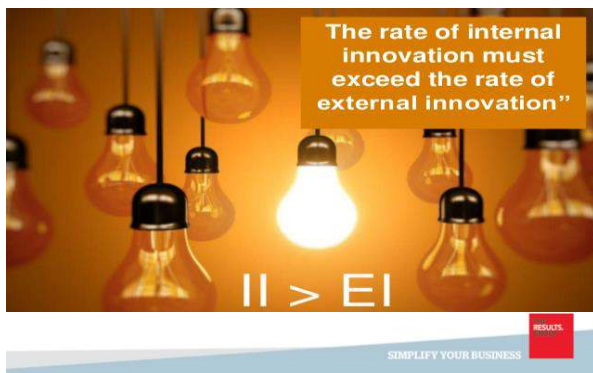
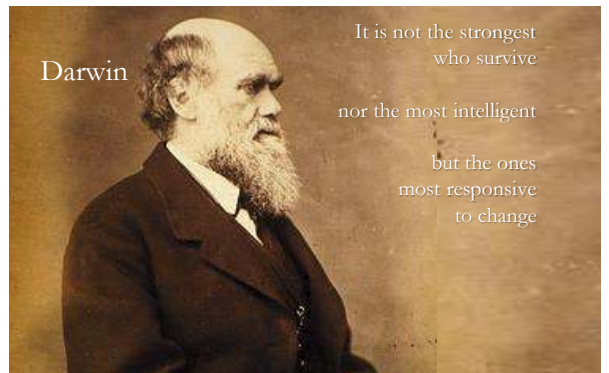
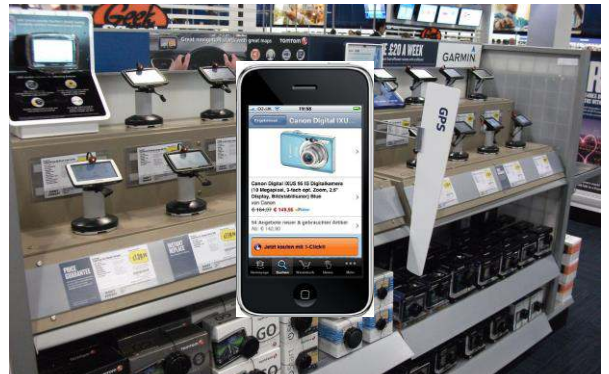


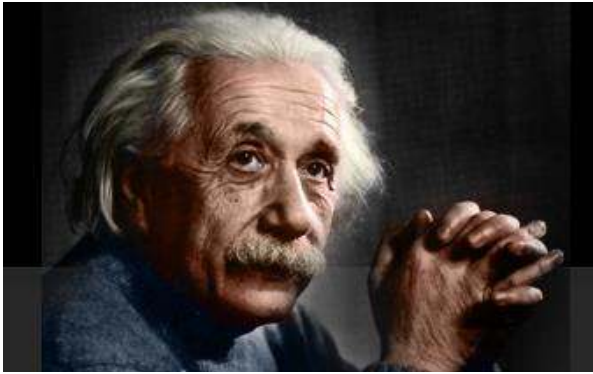
In 2015 Uber, the world's largest taxi company owns no vehicles, Facebook the world's most popular media owner creates no content, Alibaba, the most valuable retailer has no inventory and Airbnb the world's largest accommodation provider owns no real estate.

Strategy. Execution. Leadership.

RESULTS.
LIFE IS HERE.







Strategic Execution Plan
BUSINESS NAME – MONTH / YEAR

RESULTS.

Core Values		Strategic Moves – To be implemented within the next 3-5 years		Accountability	
Core Purpose – Why we do this:		Historical Targets & Milestones		3 Year	
BHA/C – What we want to achieve:				1 Year	
Geographic Focus:				90 Days	
Target Market Customer Description:		Current Strengths:		Current Weaknesses:	
Target Market Customer's greatest needs:					
Generic Strategy (value description):		Current Opportunities:		Current Threats:	
Core Activities – What is our business? What should it be?					
Strategic Positioning of our brand – A statement of who we are:		3 Year Strategic Priorities:		Date	
Key Results and Brand Effect:				Accountability	
Vision:		90 Day Strategic Priorities:		Date	
Non-Core Activities – What is not our business? What should it not be?				Accountability	

The 5 Pillars of Execution

- VISION
- STRATEGY
- ACCOUNTABILITY
- ENGAGEMENT
- CADENCE

I love my job

VISION

RESULTS.

SIMPLIFY YOUR BUSINESS

Where BHAG

Vision

Core Values Who

Core Purpose Why

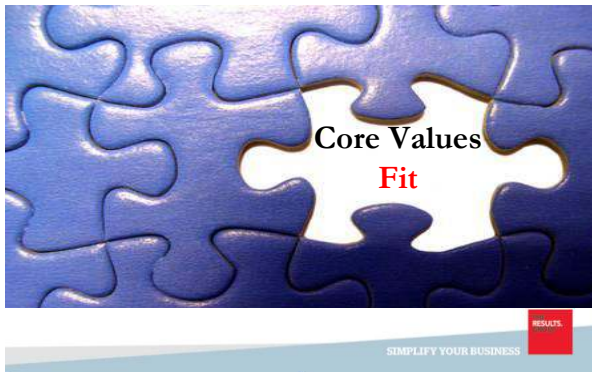
RESULTS.

SIMPLIFY YOUR BUSINESS

Strategic Execution Plan
Company / Brand Name : Quarter : Year
 (Use separate sheet for each brand if necessary)

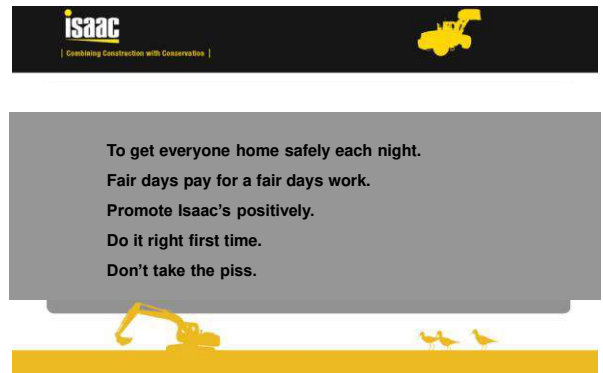
RESULTS.

Core Values – How we behave:		3-5 Year Strategic Moves:	
Core Purpose – Why we do this:		Historical Targets: 3-5 Years	
BHA/C – What we want to achieve:			
Geographic Focus:		Strengths:	
Target Market Customer Description:			
Target Market Customer's greatest needs:		Opportunities:	
Generic Strategy (value description):			
Core Activities – What is our business? What should it be?		Current Strategic Priorities:	
Non-Core Activities – What is not our business? What should it not be?			



Example of a “well known” firm’s values:

- **Communication**
 - We have an obligation to communicate. Here, we take the time to talk with one another and listen. We believe that information is meant to move, and that information moves people
- **Respect**
 - We treat others as we would like to be treated ourselves. We do not tolerate abusive or disrespectful treatment
- **Integrity**
 - We work with customers and prospects openly, honestly and sincerely. When we say we will do something, we will do it.
- **Excellence**
 - We are satisfied with nothing less than the very best in everything we do. We will continue to raise the bar for everything we do. We will have fun discovering how good we can be





'To solve unsolved problems'

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RESULTS

To make people happy



SIMPLIFY YOUR BUSINESS

RESULTS



SIMPLIFY YOUR BUSINESS

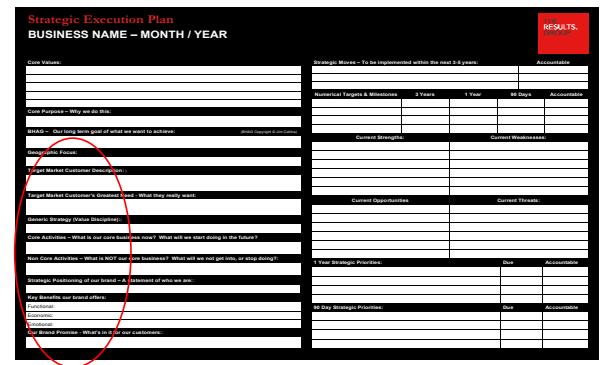
RESULTS



An Accident Free World

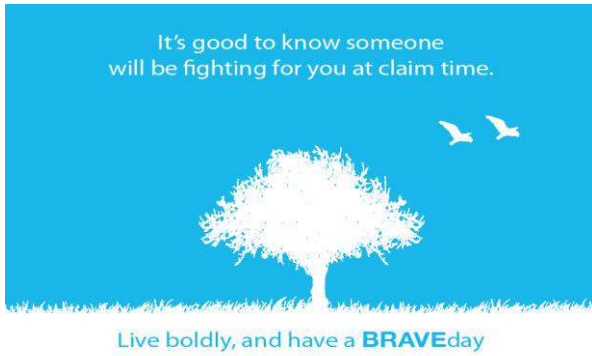
By 2020 No one will die in a new Volvo



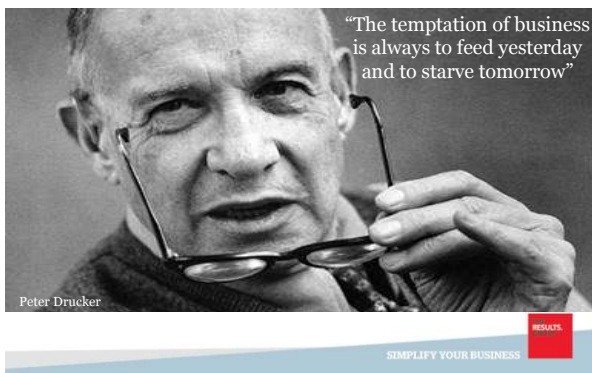
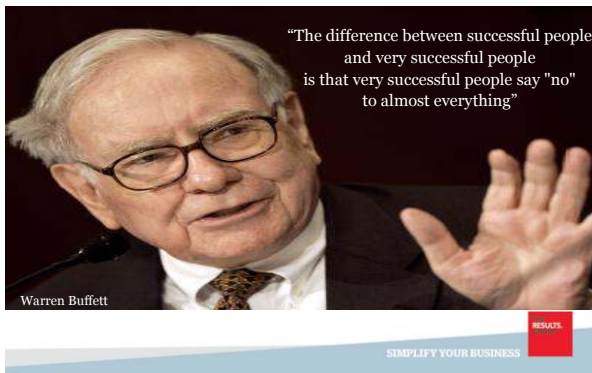


No!





	Numerical Targets
Core Purpose – Why we do this:	
BHAGs – What we want to achieve:	
Geographic Focus:	
Target Market Customer description:	
Target Market Customer's greatest needs:	
Generic Strategy (value discipline):	
Core Activities – What is our business? What should it be?	
Non-Core Activities – What is not our business? What should it not be?	
Strategic Positioning of our brand – A statement of who we are:	Current Strategic Plan



Core Purpose – Why we do this:

BHAG – What we want to achieve:

Geographic Focus:

Target Market Customer description:

Target Market Customer's greatest needs:

Generic Strategy (value discipline):

Core Activities – What is our business? What should it be?

Non-Core Activities – What is not our business? What should it not be?

Strategic Positioning of our brand – A statement of who we are:

Key Benefits our brand offers:

Functional:

Economic:

Emotional:

Current Strategic Priority:

Key Performance Indicators:



Target Market Customer description:

Target Market Customer's greatest needs:

Generic Strategy (value discipline):

Core Activities – What is our business? What should it be?

Non-Core Activities – What is not our business? What should it not be?

Strategic Positioning of our brand – A statement of who we are:

Key Benefits our brand offers:

Functional:

Economic:

Emotional:

Our Brand Promise:

Current Strategic Priority:

Key Performance Indicators:



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1-800-GOT-JUNK?
WE'VE GOT YOUR JUNK REMOVED.

RESULTS

SIMPLIFY YOUR BUSINESS

"If you don't have a competitive advantage, don't compete."

JACK WELCH
legendary CEO

Strategic Execution Plan
BUSINESS NAME – MONTH / YEAR

RESULTS

Goal Values	Strategic Moves – To be implemented within the next 3-6 years	Accountability
	Strategic Moves & Milestones	1 Year
	Current Strengths	Current Weaknesses
	Current Opportunities	Current Threats
	1 Year Strategic Priorities	2 Year Strategic Priorities
	3 Year Strategic Priorities	4 Year Strategic Priorities
	5 Year Strategic Priorities	6 Year Strategic Priorities
	7 Year Strategic Priorities	8 Year Strategic Priorities
	9 Year Strategic Priorities	10 Year Strategic Priorities
	11 Year Strategic Priorities	12 Year Strategic Priorities
	13 Year Strategic Priorities	14 Year Strategic Priorities
	15 Year Strategic Priorities	16 Year Strategic Priorities
	17 Year Strategic Priorities	18 Year Strategic Priorities
	19 Year Strategic Priorities	20 Year Strategic Priorities
	21 Year Strategic Priorities	22 Year Strategic Priorities
	23 Year Strategic Priorities	24 Year Strategic Priorities
	25 Year Strategic Priorities	26 Year Strategic Priorities
	27 Year Strategic Priorities	28 Year Strategic Priorities
	29 Year Strategic Priorities	30 Year Strategic Priorities
	31 Year Strategic Priorities	32 Year Strategic Priorities
	33 Year Strategic Priorities	34 Year Strategic Priorities
	35 Year Strategic Priorities	36 Year Strategic Priorities
	37 Year Strategic Priorities	38 Year Strategic Priorities
	39 Year Strategic Priorities	40 Year Strategic Priorities
	41 Year Strategic Priorities	42 Year Strategic Priorities
	43 Year Strategic Priorities	44 Year Strategic Priorities
	45 Year Strategic Priorities	46 Year Strategic Priorities
	47 Year Strategic Priorities	48 Year Strategic Priorities
	49 Year Strategic Priorities	50 Year Strategic Priorities
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	63 Year Strategic Priorities	64 Year Strategic Priorities
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	79 Year Strategic Priorities	80 Year Strategic Priorities
	81 Year Strategic Priorities	82 Year Strategic Priorities
	83 Year Strategic Priorities	84 Year Strategic Priorities
	85 Year Strategic Priorities	86 Year Strategic Priorities
	87 Year Strategic Priorities	88 Year Strategic Priorities
	89 Year Strategic Priorities	90 Year Strategic Priorities
	91 Year Strategic Priorities	92 Year Strategic Priorities
	93 Year Strategic Priorities	94 Year Strategic Priorities
	95 Year Strategic Priorities	96 Year Strategic Priorities
	97 Year Strategic Priorities	98 Year Strategic Priorities
	99 Year Strategic Priorities	100 Year Strategic Priorities

RESULTS

SIMPLIFY YOUR BUSINESS

"The questions remain the same. It's the answers that keep changing"

Albert Einstein

RESULTS

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RESULTS

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Threat of New Entrants



RESULTS

SIMPLIFY YOUR BUSINESS

Threat of Substitute Products or Services



Encarta
The World of
Britannica



WIKIPEDIA
The Free Encyclopedia

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RESULTS

Bargaining power of Customers



SIMPLIFY YOUR BUSINESS

RESULTS

Bargaining power of Suppliers



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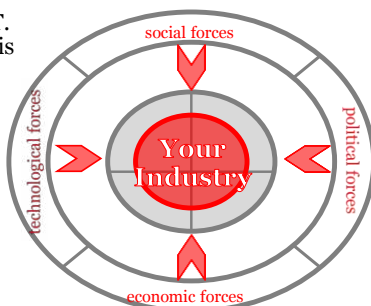
RESULTS

SIMPLIFY YOUR BUSINESS

RESULTS



P.E.S.T.
Analysis



SIMPLIFY YOUR BUSINESS

RESULTS

"The single biggest reason companies fail is they overinvest in what is, as opposed to what might be."

Gary Hamel
Big-time Business Thinker

SIMPLIFY YOUR BUSINESS

RESULTS

Strategic Execution Plan
BUSINESS NAME – MONTH / YEAR

RESULTS.

Core Values

Strategic Moves – To be implemented within the next 3-5 years

Strategic Moves	3 Years	1 Year	90 Days	Accountability
Strategic Targets & Milestones				
Core Purpose – Why we do this				
Mission – Operating plan goal of what we want to achieve				
Geographic Focus				
Target Market Customer Description				
Target Market Customer's Business Model – What they really want				
Revenue Strategy (Other Description)				
Cost Activities – What is our core business cost? What will we start doing in the future?				
Key Cost Activities – What is NOT our core business? What will we not do (or, at least, doing)?				
Strategic Positioning of our brand – A statement of who we are				
Key Results and Goals				
Objectives				
Outcomes				
Key Brand Promise – What's in it for our customers				

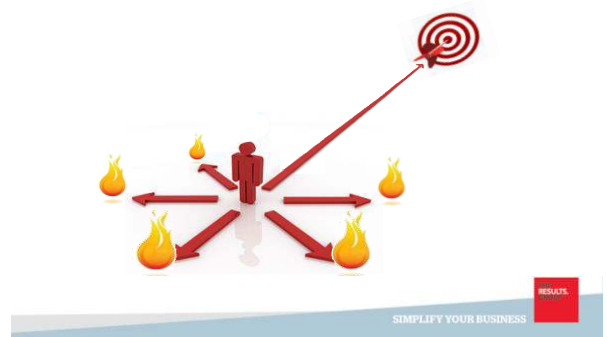


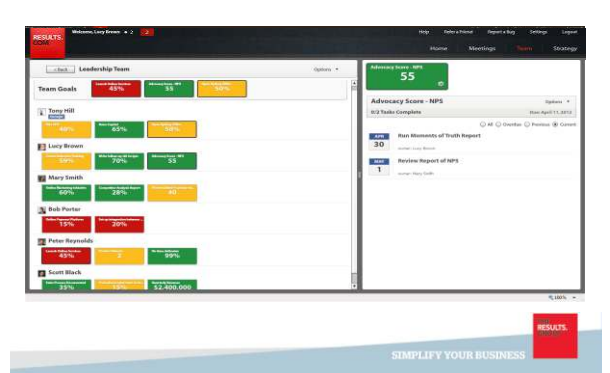
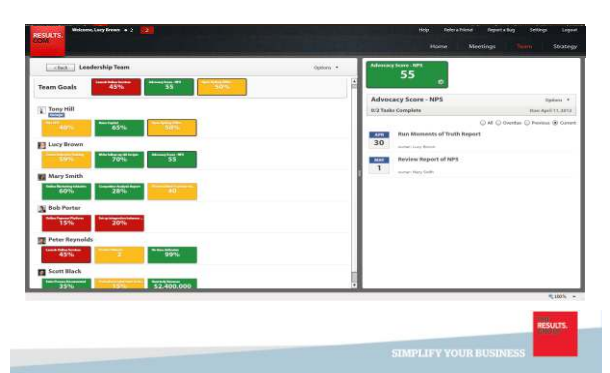
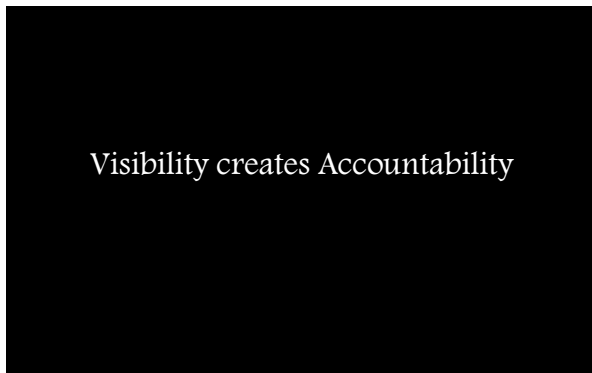
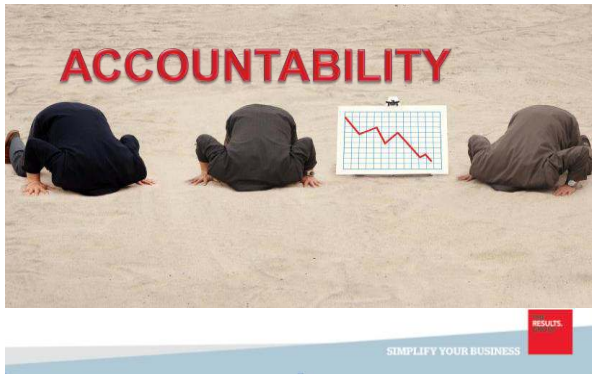
HARVARD BUSINESS

90% of strategies fail due to poor execution

Strategy. Execution. Leadership.

RESULTS.





Strategic Execution Plan
BUSINESS NAME – MONTH / YEAR

Core Values

Core Purpose – Why we do this:

Strategic Moves – To be implemented within the next 3-5 years

Strategic Initiatives

Current Opportunities

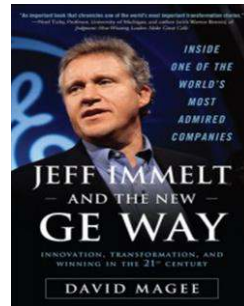
Current Threats

Strategic Positioning of our brand – A statement of who we are

Key Executive and Senior Staff

Our Brand Promise – What's in it for our customers

RESULTS



“Every leader needs to clearly explain the top 3 things the company is working on.

If you can't, then you're not leading well”

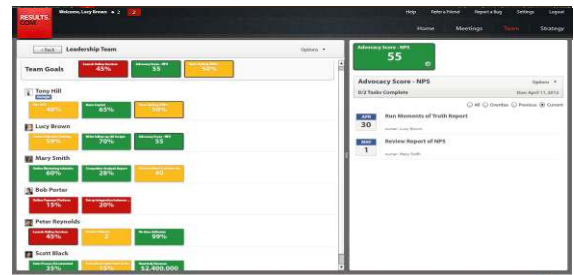
Jeffrey Immelt

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Law of diminishing returns



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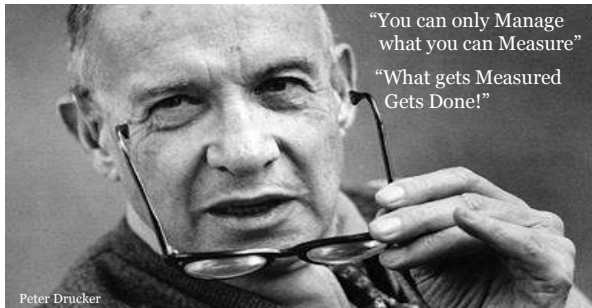
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Act on the Lead Measure



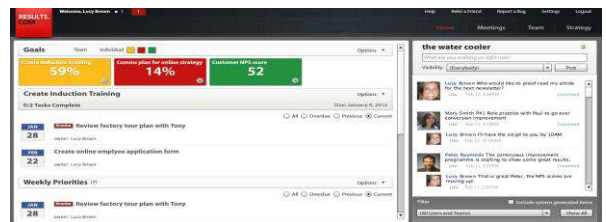
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RESULTS



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RESULTS



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RESULTS



Productive = Happy

Progress is the #1 Motivator

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RESULTS

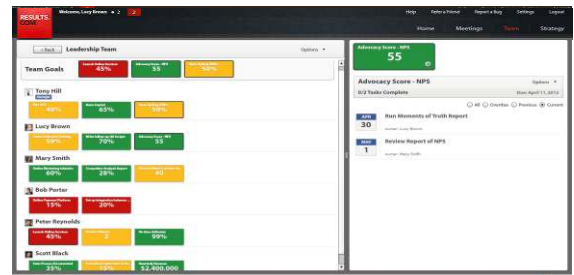
The 12 Elements of Great Managing

To identify the elements of worker engagement, Gallup conducted many thousands of interviews at all kinds of manufacturing, retail, financial, and other, and in many countries. These 12 statements – the Gallup Q12 – emerged from Gallup's extensive research as the most important factors for employee and workplace performance.

1. I know what is expected of me at work.
2. I have the materials and equipment I need to do my work right.
3. At work, I have the opportunity to do what I do best every day.
4. In the last seven days, I have received recognition or praise for doing good work.
5. My supervisor or someone at work seems to care about me as a person.
6. There is someone at work who encourages my development.
7. At work, my opinions seem to count.

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RESULTS



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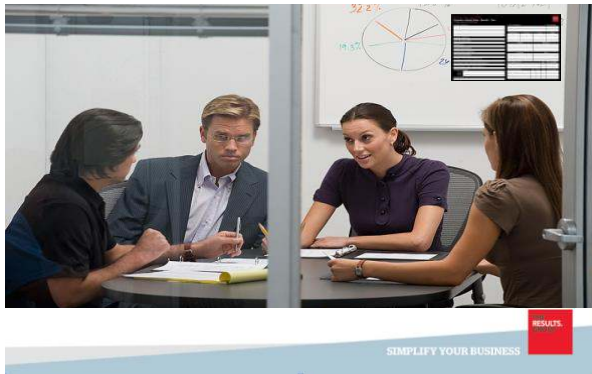
RESULTS



SIMPLIFY YOUR BUSINESS

RESULTS





Strategic Execution Plan
BUSINESS NAME – MONTH / YEAR

RESULTS.

Core Values	Strategic Moves – To be implemented within the next 0-6 years	Accountable
	Strategic Targets & Milestones	2 Years
	Current Strengths	Current Weaknesses
	Current Opportunities	Current Threats
	5 Year Strategic Priorities	Next
	90 Day Strategic Priorities	Next
	Our Brand Promise – What's in it for our customers?	

Strategic Execution Plan
BUSINESS NAME – MONTH / YEAR

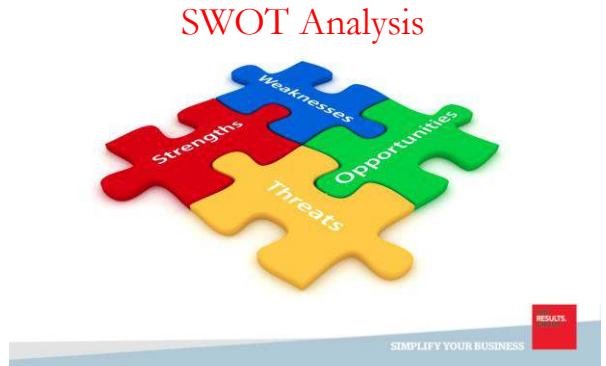
RESULTS.

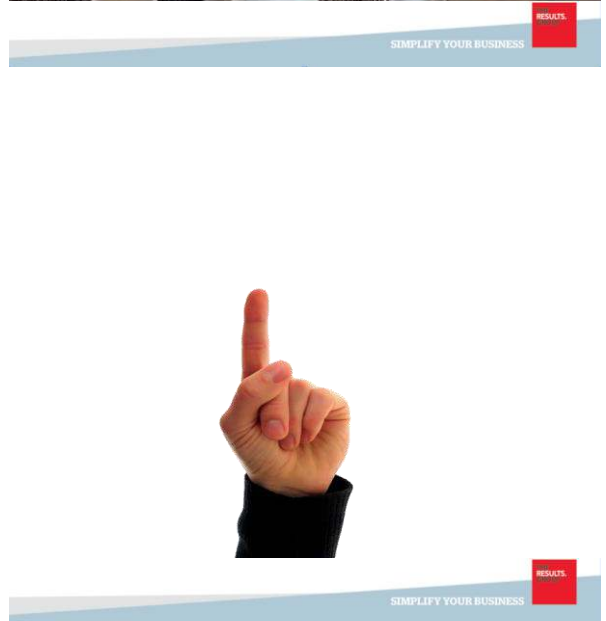
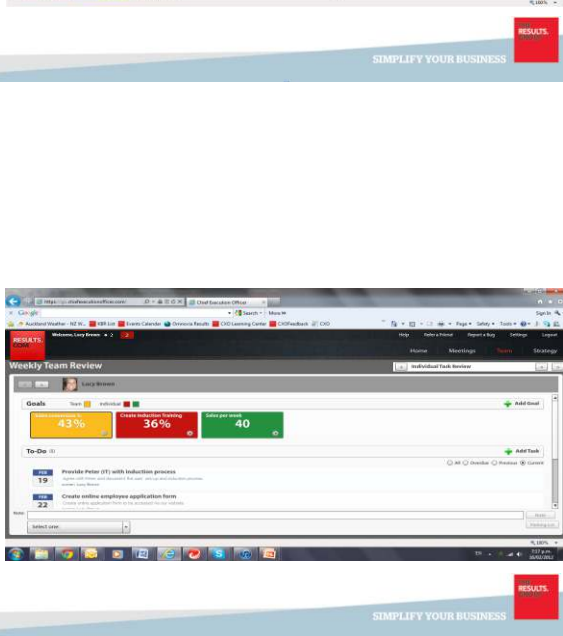
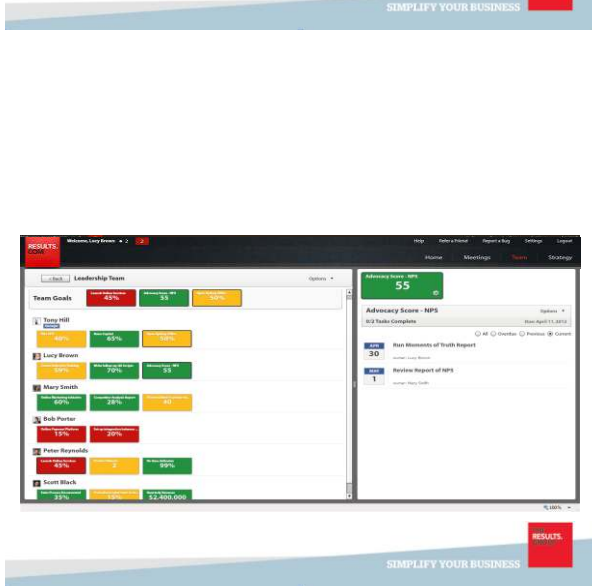
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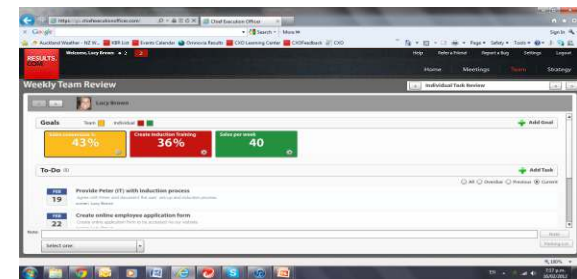
Strategic Execution Plan
BUSINESS NAME – MONTH / YEAR

RESULTS.

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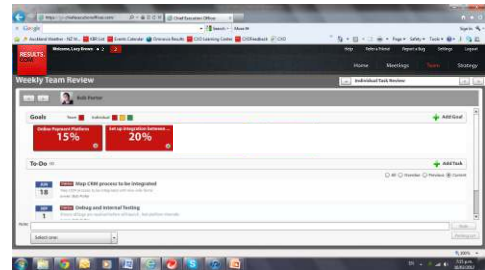






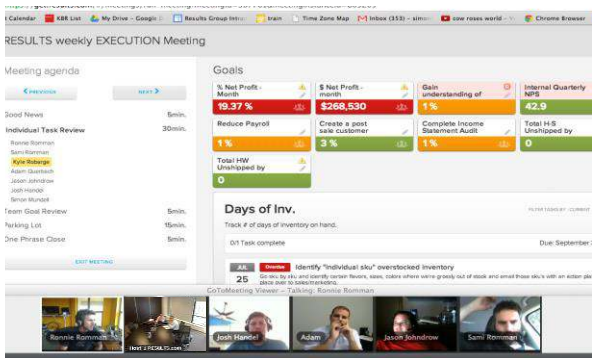
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RESULTS



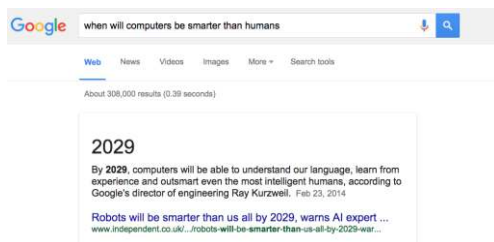
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RESULTS



SIMPLIFY YOUR BUSINESS

RESULTS



SIMPLIFY YOUR BUSINESS

RESULTS

Out there in some garage is an entrepreneur who's forging a bullet with your company's name on it.

You've got one option - shoot first



simon@resultsgroup.biz