

2-Day Workshop Gazelles 1-Page Strategic Planning Session

DAY 1

Gazelles Growth Method

Intro to Gazelles Growth Tools

There are 4 Decisions all growth companies need to get right – People, Strategy, Execution and Cash. Intro to One-Page Strategic Plan and Gazelles Growth Tools.

Cash

Cash Conversion Cycle

The Cash Conversion Cycle is the time it takes for \$1 of operational and COG expense to return to you as cash collected from your customer. How can you eliminate mistakes, shorten cycle time or improve your business model?

People

Core Ideologies

Core Ideologies are made up of Core Values and Core Purpose. Core Values provide the handful of rules that will remain constant and provide your company with a strong cultural foundation.

Organizational Structure

Organizational weakness keeps your company from growing. By clarifying responsibilities and accountabilities for each role your company is positioned to grow.

Strategy

BHAG™

According to Jim Collins, the *Big Hairy Audacious Goal* is a 10 to 25 year lofty goal that challenges the firm to greatness.

X-Factor

A strategy to neutralize or blow up the main bottlenecks or chokepoints in your industry.

DAY 2

Strategy

Brand Promise

The single most important measurable that matters to your customers yet makes you different from the competition.

Execution

3-5 Year Plan

Financial targets and key thrusts

Rockefeller Habits Checklist

The key activities your company should be doing to insure relentless execution.

Annual and Quarterly Plan

What are the companies Top 3-5? Review Metrics - Key Performance Indicators (KPI), Critical Number.

Theme

An idea or image that transforms a managerial goal into a company-wide mission.

Individual Plan

What are your Top 3-5 priorities that support the companies priorities?

Dashboards

Dashboards are tools to measure the right things now so you can gain insight into the future of your business. How to use them in your Quarterly Planning and Weekly Meetings.

Meeting Rhythms

The daily, weekly, monthly, quarterly and annual meeting rhythm and the specific agendas that make them effective and practical.

Summary and Action Plan

What actions are you going to take starting tomorrow to achieve your annual or quarterly priorities.