

# STRATEGY

**Beyond The Buzzword:**

How STRATEGY Makes  
Achieving Everything Else  
Faster & Easier

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# Today's Focus

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A Fresh Way To Define “Business Strategy”

Common Challenges & Mistakes

Structure Elements to Design Your Strategy

Planning Elements to Implement Your Strategy

# Does This Sound Familiar?

## Traditional “Strategy” Is Often:

- Extensive Analysis & Question-Answering
- Thinking, Discussion, & Abstract Planning
- MASSIVE List of “To-Do’s”

To be useful and effective, strategy **MUST** be able to be efficiently implemented.





**“Strategy is overrated,  
simply doing stuff is  
underrated.**

**We have a strategic plan.  
It’s called doing things.”**

**Herb Kelleher of Southwest Airlines**

# A Fresh Approach to “Strategy”

## Strategy

Structured planning with the goal of maximizing **clarity and focus**.

The result is easier, faster, better decision-making, fewer false starts, more agility and adaptability all leading to more efficient and effective goal achievement.



# Strategy Is Vital

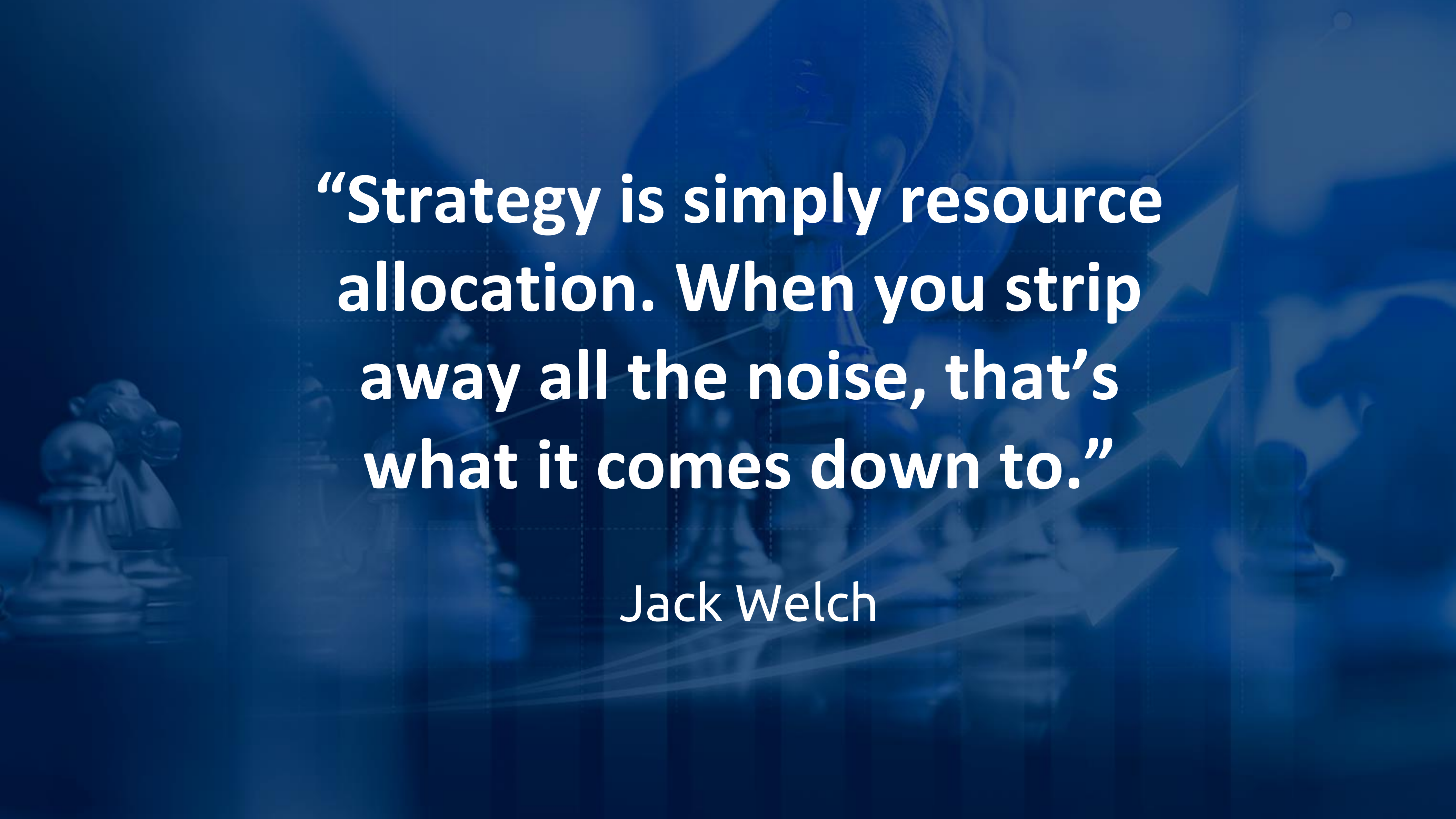
Achieving and maintaining clarity of goals and direction

Identifying past, present, and future opportunities

Addressing current and potential challenges and obstacles

Giving guidance to the business and team

Mobilizing and maximizing resources



**“Strategy is simply resource allocation. When you strip away all the noise, that’s what it comes down to.”**

**Jack Welch**

# Common Challenges



Overthinking



Just checking the  
“Strategy” box



Lack of  
strategy



Abstract  
analysis



Lack of  
objectivity



Annual “shelving”  
of strategy

# An Overview

## Structure

Purpose

Passion

Values

Vision

Mission

## Planning

Goals & Objectives

Business Structure

Business Model

Market Opportunity

Service Philosophy

# Purpose

*The big WHY behind the business.*

Why does it exist?

Why did you create it?

What “purpose” does it serve?



# Passion

*The enthusiasm, drive, and motivation behind the your and the business's efforts.*

What is it that fires you up about what you do, the people you serve, and the results you get?

It's important to keep that passion front and center. Use it to inspire and motivate your clients and team.



# Values

*Core principles and beliefs that guide your business's behavior and decision-making.*

What do you care about?

How do you want your business behave?

How do you want your business to be seen?

# Vision

*The overarching aspiration  
for the business.*

What you want the future to be like  
for the business?

What it will achieve?



# Mission

*The directive and primary objective of the business. This will guide your daily operations and strategic decisions*

How does the business serve its clients?

What is it dedicated to achieving?

What new value/results does it bring into the world?



# Goals & Objectives

*Having both business and personal goals is important, but be thoughtful about conflicting priorities.*

*Objectives should provide consistent direction and measurable benchmarks to give you a way to determine progress*

Are your goals clear and compelling?

Do you care about them?

Are they complementary to each other?



# Business Structure

*Vital to establishing the type of business that supports your personal and business goals.*

*This structure will dictate how fun and fulfilling the work is for you and your team.*

What is the shape and scope of your business?

Is it “lean and mean”?

Does it consist of a small team?

Is it structured to enable (or impede) growth?



# Business Model

*A framework for how a business creates, delivers, and captures value.*

What is your revenue/cost model?

What are your clients paying for?

(Result, Process, Knowledge, Transformation, etc.)

How do you fulfill that promise for your clients?

# Marketing Opportunity

*Identifying and leveraging market needs and gaps. The clearer your target market and ideal prospect profile is, the faster you can gain traction.*

Who wants what you deliver? What about them makes the “best” market for your offering?

Are you in a “blue ocean”? How can you create one?

Could your offering translate into other market segments?

# Service Philosophy

*The unique approach a business takes to deliver its services.  
This is one of the simplest, most direct ways to differentiate  
your business from others.*

***Suspect => Prospect => Client => Advocate***

Are you leading with value?

How do your clients perceive your  
business? (Unique, Valuable, The Best, etc.)

Is there a thoughtful, intentional effort  
behind your client service process?



# Key Points

## Strategy Is Vital

But only in a way that will be effectively followed and implemented.

**CLARITY** is the key theme that allows your Business Strategy to actually be useful and valuable.

**Clarity** → **Focus** → **Effective Effort** → **Meaningful Results**



**“The essence of strategy is  
choosing what not to do.”**

**Michael Porter**

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