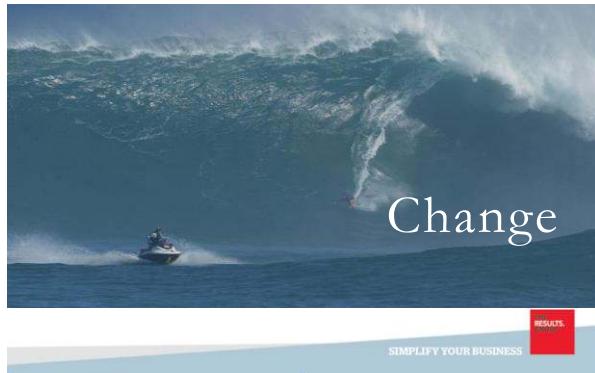




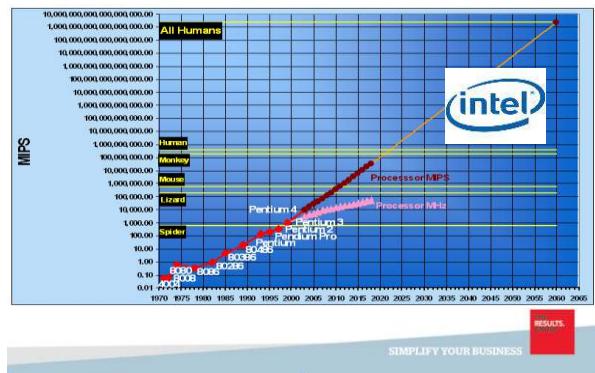
The Cycle of Business

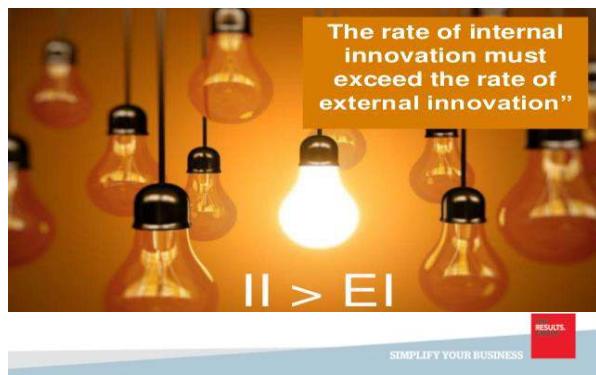
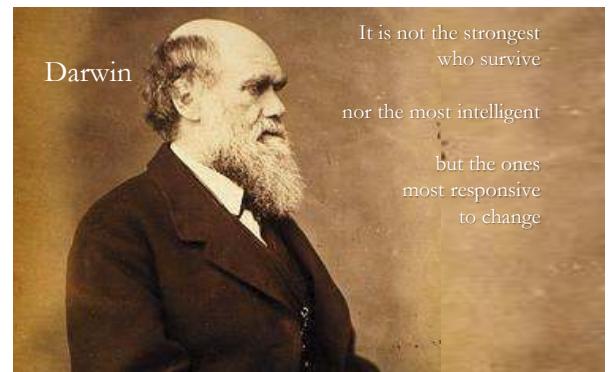
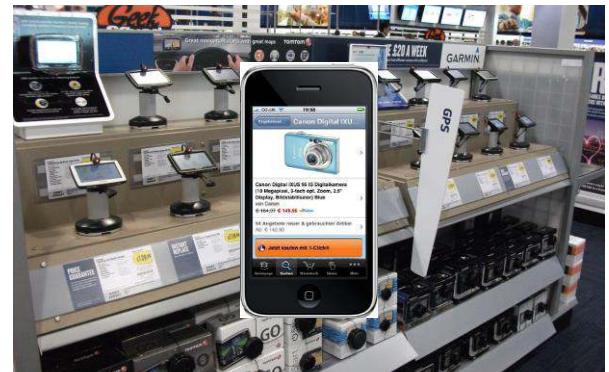


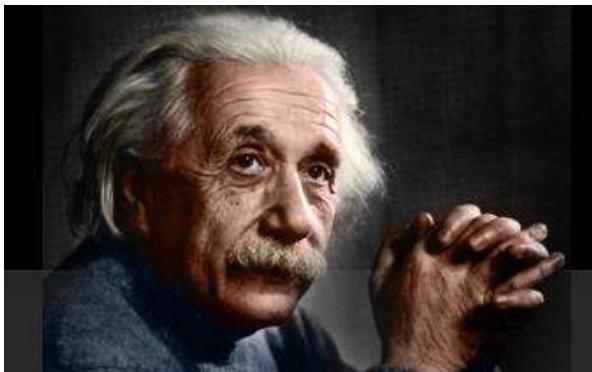
In 2015 Uber, the world's largest taxi company owns no vehicles, Facebook the world's most popular media owner creates no content, Alibaba, the most valuable retailer has no inventory and Airbnb the world's largest accommodation provider owns no real estate.

Strategy. Execution. Leadership.

RESULTS.
GROUP

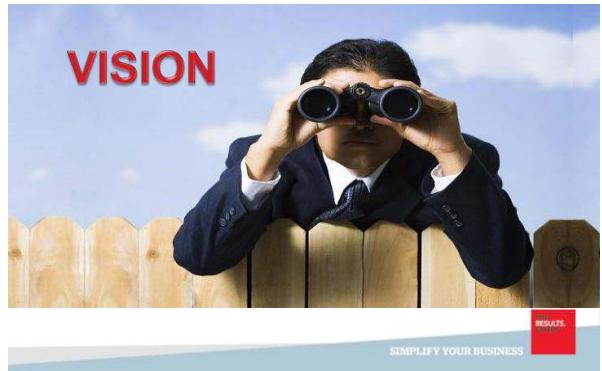






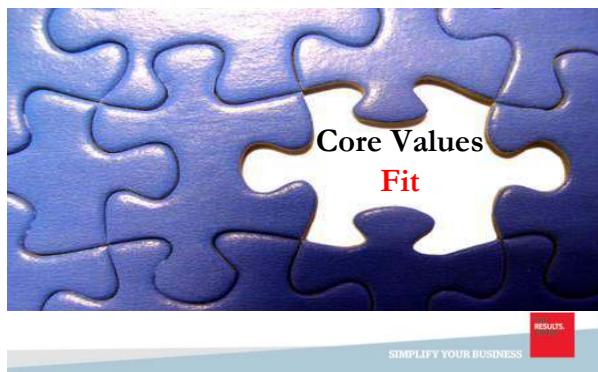
Strategic Execution Plan
BUSINESS NAME – MONTH / YEAR

Core Values:	Strategic Moves – To be implemented within the next 3-5 years		
	Accountable		
Core Purpose – Why we do this:			
BHAG – Our long term goal of what we want to achieve:	Numerical Targets & Milestones		
	3 Years	1 Year	90 Days
	Accountable		
Geographic Focus:	Current Strengths		
Target Market Customer Description:	Current Weaknesses		
Target Market Customer's greatest need:	Current Opportunities		
Generic Strategy (Value Discipline):	Current Threats		
Core Activities – What is our core business now? What will we start doing in the future?			
Non-Core Activities – What is NOT our core business? What will we cut out, or stop doing?	1 Year Strategic Priorities		
Strategic Positioning of our brand – A statement of who we are:	Due		
Key Benefits our brand offers:	Accountable		
Customer Focus:	90 Day Strategic Priorities		
Our Brand Promise – What's in it for our customers:	Due		
	Accountable		



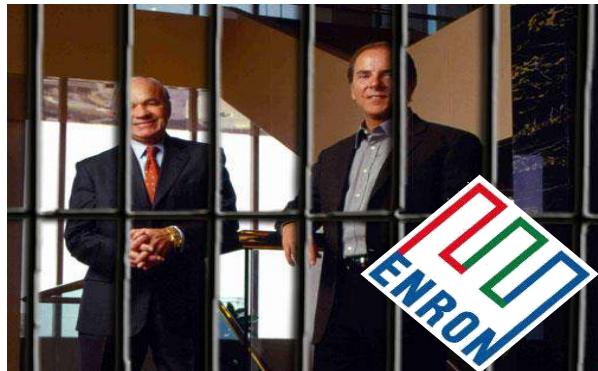
Strategic Execution Plan
Company / Brand Name : Quarter : Year
(Use separate sheet for each brand if necessary)

Core Values – How we behave:	3 - 5 Year Strategic Moves:	
Core Purpose – Why we do this:		
BHAG – What we want to achieve:	Numerical Targets: 3 - 5 Years	
Geographic Focus:	Strengths:	
Target Market Customer Description:		
Target Market Customer's greatest need:	Opportunities:	
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?	Current Strategic Priorities:	



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



isaac

| Combining Construction with Conservation |



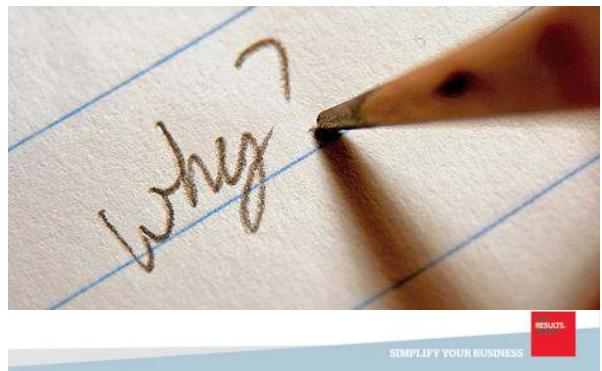
To get everyone home safely each night.

Fair days pay for a fair days work.

Promote Isaac's positively.

Do it right first time.

Don't take the piss.





'To solve unsolved problems'

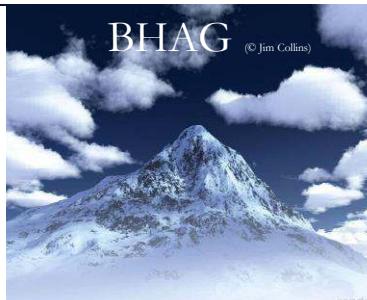
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To make people happy



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An Accident Free World
By 2020 No one will die in a new Volvo

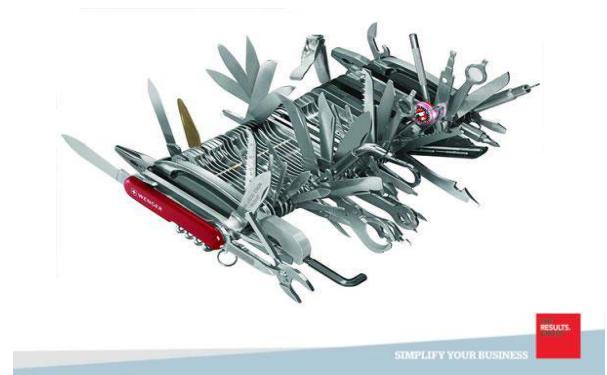




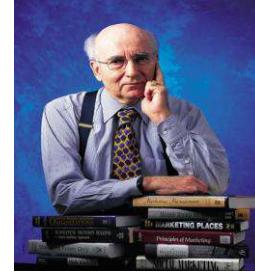
Strategic Execution Plan
BUSINESS NAME – MONTH / YEAR

Core Values:	Strategic Moves – To be implemented within the next 3-5 years:			Accountable
	3 Years	1 Year	90 Days	
Core Purpose – Why we do this:				
What is – Our long term goal of what we want to achieve:				
General Core Focus:				
Target Market Customer Selection:				
Target Market Customer's Greatest Need – What they really want:				
Generic Strategy (Value Description):				
Core Activities – What is our core business about? What will we start doing in the future?				
Non Core Activities – What is NOT our core business? What will we not get into, or stop doing?				
Strategic Positioning of our brand + positioning of who we are:				
Key Benefits our brand offers:				
Competitor Analysis:				
Key Benefit Promise – What's in it for our customers:				
1 Year Strategic Priorities:	Due	Accountable		
90 Day Strategic Priorities:	Due	Accountable		

No!



Core Values – How we behave:	3 – 5 Year Strategic
Core Purpose – Why we do this:	
BHAGs – What we want to achieve:	
Geographic Focus:	
Target Market Customer description:	Numerical Targets
Target Market Customer's greatest needs:	
Generic Strategy (value discipline):	
Core Activities – What is our business? What should it be?	Opportunities



"There is only 1 winning strategy.

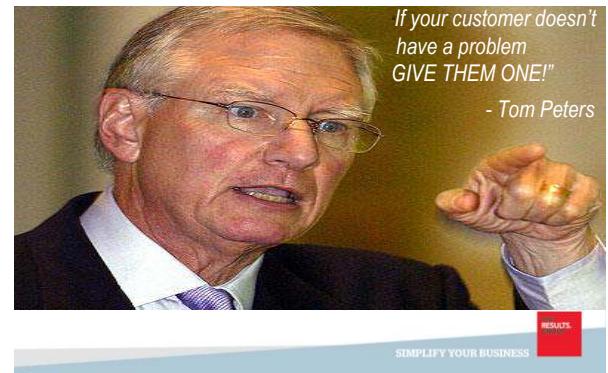
Carefully define
the target market
and direct a superior offering
to that target market."

Professor Philip Kotler

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Core Values – How we behave:	3 – 5 Year Strategic
Core Purpose – Why we do this:	
BHAGs – What we want to achieve:	
Geographic Focus:	
Target Market Customer description:	Numerical Targets
Target Market Customer's greatest needs:	
Generic Strategy (value discipline):	
Core Activities – What is our business? What should it be?	Opportunities





Live boldly, and have a BRAVEday

	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:	



Warren Buffett

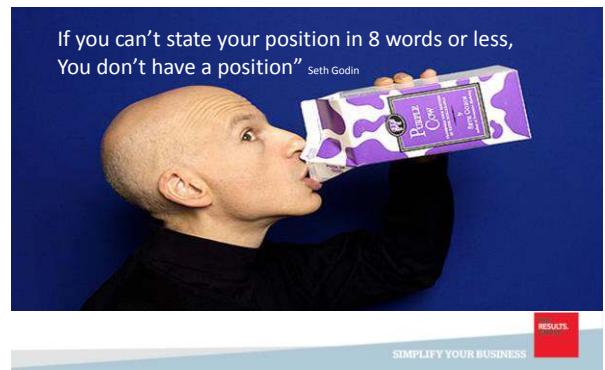
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Peter Drucker

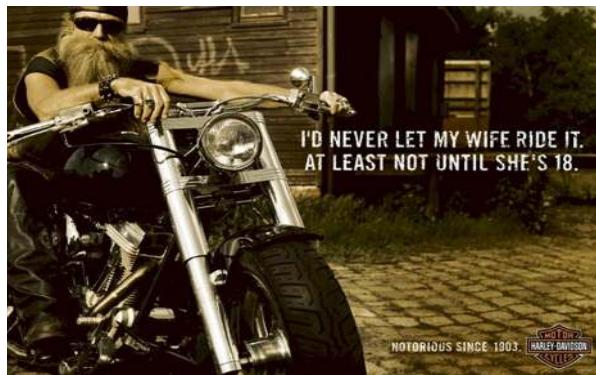
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Core Message - Why we do this:	
BHAGe - What we want to achieve:	
Geographic Focus:	
Target Market Customer description:	
Target Market Customer's greatest needs:	Op
Generic Strategy (value discipline):	
Core Activities - What is our business? What should it be?	
Non-Core Activities - What is not our business? What should it not be?	Current Strategic Price
Strategic Positioning of our brand - A statement of who we are:	
Key Benefits our brand offers:	Key Performance Ind
Functional:	
Economic:	



Target Market Customer description:	
Target Market Customer's greatest needs:	Op
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?	Current Strategic Price
Strategic Positioning of our brand - A statement of who we are:	
Key Benefits our brand offers:	Key Performance Ind
Functional:	
Economic:	
Emotional:	
Our Brand Promise:	



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1-800-GOT-JUNK?
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"If you don't have a competitive advantage, don't compete."

JACK WELCH
legendary CEO

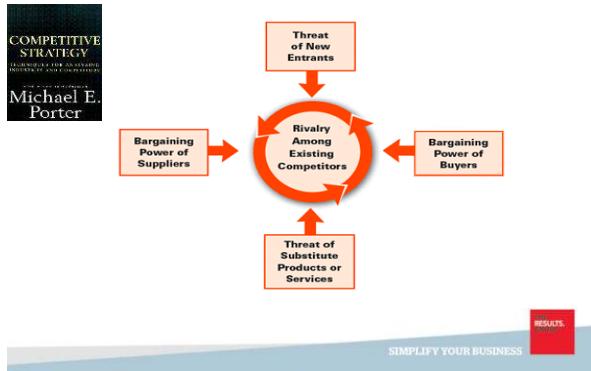
Strategic Execution Plan
BUSINESS NAME – MONTH / YEAR

Core Values:	Strategic Moves – To be implemented within the next 2-3 years:				Accountable
	Strategic Targets & Milestones	2 Years	1 Year	90 Days	Accountable
Core Purpose – Why we do this:					
SWOT – Our long term goal of what we want to achieve:	Current Strengths	Current Weaknesses			
Geographic Focus:					
Target Market Customer Description:					
Target Market Customer's Greatest Need – What they really want:	Current Opportunities	Current Threats			
Generic Strategy (Value Proposition):					
Core Activities – What is our core business now? What will we start doing in the future?					
Non Core Activities – What is NOT our core business? What will we not get into, or stop doing?	1 Year Strategic Priorities:	Due	Accountable		
Strategic Positioning of our brand – A statement of who we are:					
Key benefits our brand offers:	90 Day Strategic Priorities:	Due	Accountable		
Competitor Analysis:					
Our Brand Promise – What's in it for our customers:					

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

Albert Einstein

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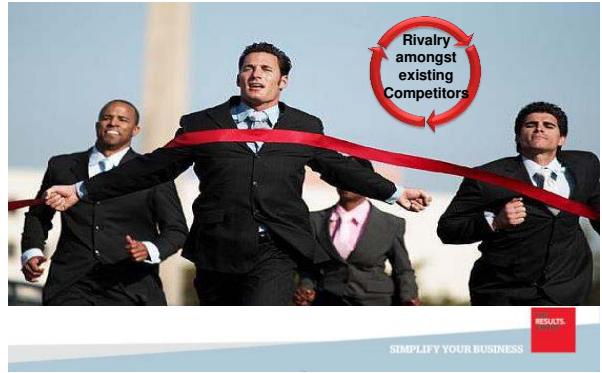
Threat of Substitute Products or Services



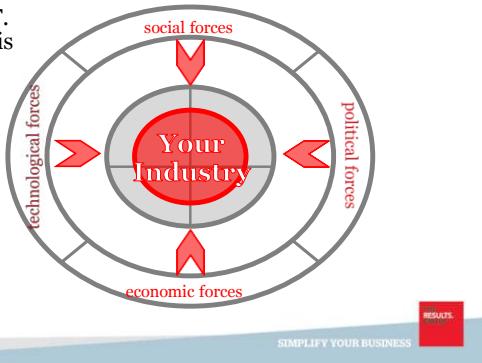
Bargaining power of Customers



Bargaining power of Suppliers



P.E.S.T. Analysis



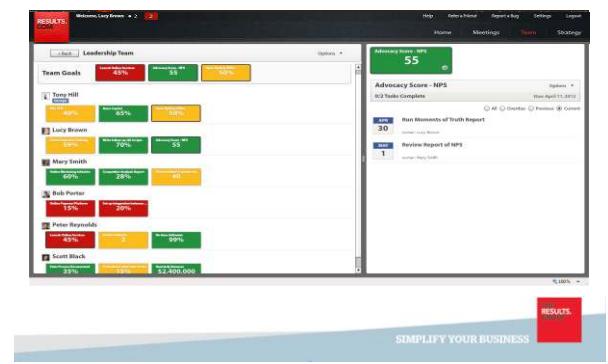
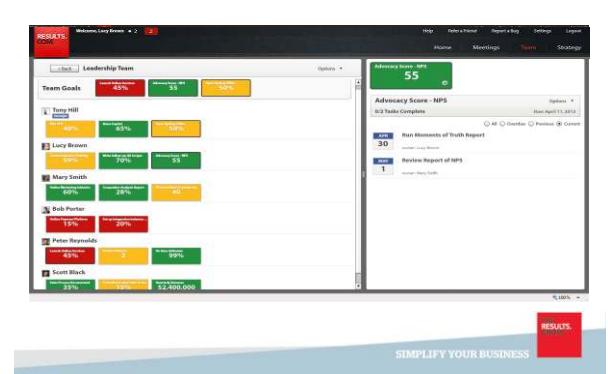
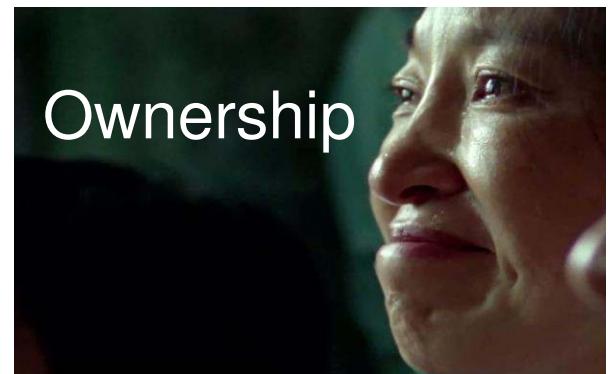
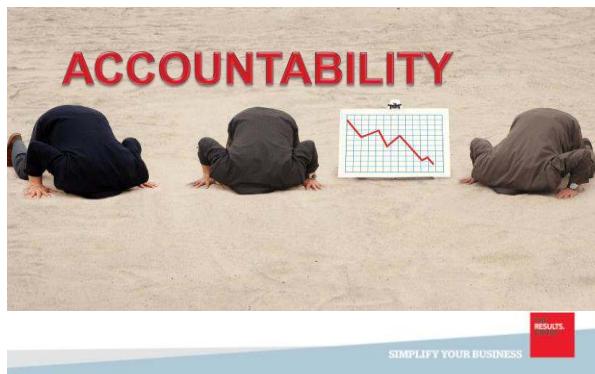
“The single biggest reason companies fail is they overinvest in what is, as opposed to what might be.”



Strategic Execution Plan
BUSINESS NAME – MONTH / YEAR

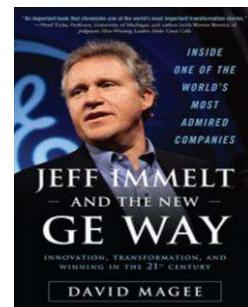
Core Values:	Strategic Moves – To be implemented within the next 3-5 years			Accountable		
	Strategic Targets & Milestones	2 Years	1 Year	90 Days		
Core Purpose – Why we do this	Current Strengths					
WHAT – Our long term goal of what we want to achieve	Current Weaknesses					
Geographic Focus:						
Target Market Customer Description:						
Target Market Customer's Greatest Need – What they really want	Current Opportunities					
Generic Strategy (Value Proposition):	Current Threats					
Core Activities – What is our core business now? What are we start doing in the future?	1 Year Strategic Priorities				Due	Accountable
Non Core Activities – What is NOT our core business? What will we not get into, or stop doing?	90 Day Strategic Priorities				Due	Accountable
Strategic Priorities of our Input – A statement of who we are						
Key Benefits our Brand Offers						
Customer						
Our Brand – What's in it for our customers?						





Strategic Execution Plan
BUSINESS NAME – MONTH / YEAR

Core Values:	Strategic Moves – To be implemented within the next 3-5 years	Accountable
	1 Year Strategic & Milestones	2 Years
	1 Year	4-5 Years
	90 Days	Accountable
Core Purpose – Why we do this		
WHAT – Our long term goal of what we want to achieve	Smart, Specific, Measurable, Achievable, Relevant, Time-bound	
Geographic Focus:		
Target Market Customer Description:		
Target Market Customer's Greatest Need – What they really want		
Generic Strategy (Value Proposition):		
Core Activities – What is our core business now? What will we start doing in the future?		
Non Core Activities – What is NOT our core business? What will we not get into, or stop doing?		
Strategic Priorities of our Input – A statement of who we are		
Key Benefits our Brand Offers:		
Customer:		
Our Brand – What's in it for our customers:		



"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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Leadership Team

Team Goals

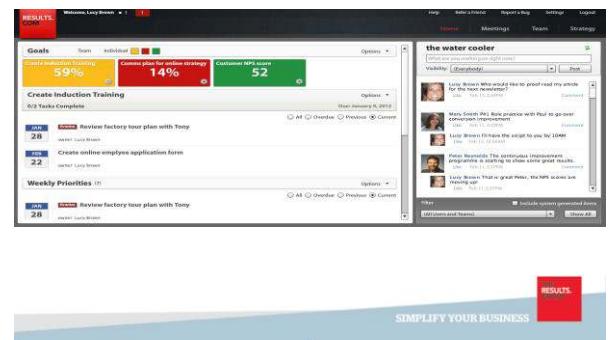
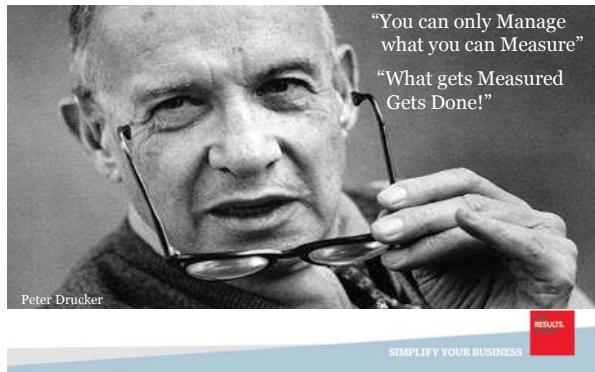
Advocacy Score - NPS

Review Report of NPS

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Act on the Lead Measure







Productive = Happy

Progress is the #1 Motivator

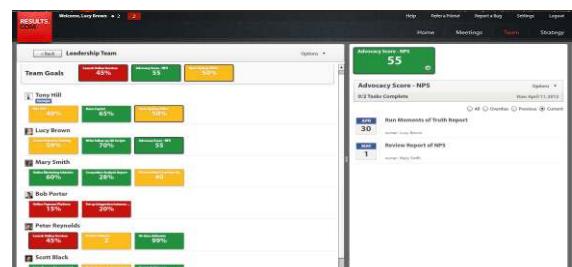
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The 12 Elements of Great Managing

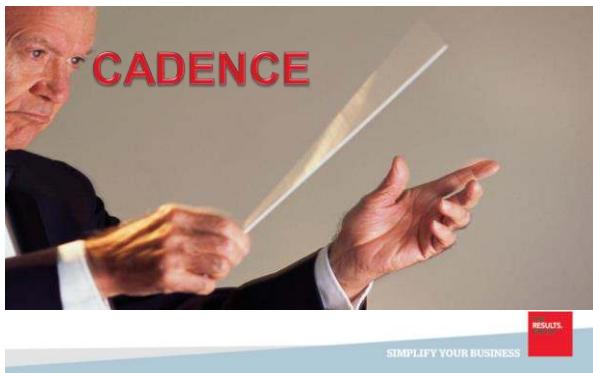
To identify the elements of worker engagement, Gallup conducted many thousands of interviews in all kinds of organizations, at all levels in more than 160 countries, and in many countries, these 12 statements – the *Gallup Q12* – emerged from Gallup's positive research as items that best predict employee and workplace performance.

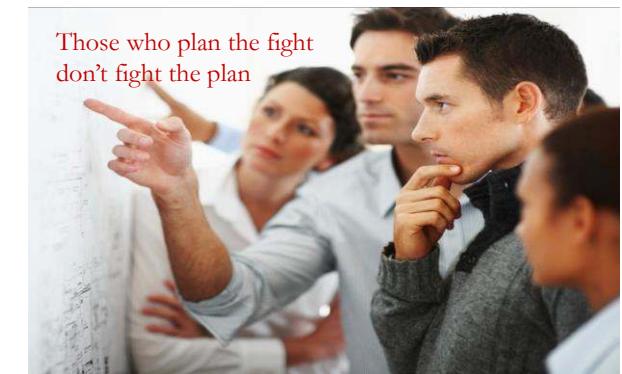
1. I know what is expected of me at work.
2. I have the authority and tools I need to do my work right.
3. At work, I have the opportunity to do what I do best every day.
4. In the last seven days, I have received recognition or praise for doing good work.
5. My supervisor or manager at work seems to 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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Strategic Execution Plan
BUSINESS NAME – MONTH / YEAR

Core Values:	Strategic Moves – To be implemented within the next 3-5 years:				Accountable	
		2 Years	1 Year	90 Days		
Core Purpose – Why we do this:	Numerical Targets & Milestones					
WHAT – Our long term goal of what we want to achieve:	Current Strengths				Current Weaknesses	
Geographic Focus:						
Target Market Customer Description:						
Target Market Customer's Greatest Need – What they really want:						
Generic Strategy (Value Description):						
Core Activities – What is our core business now? What will we start doing in the future?						
Non Core Activities – What is NOT our core business? What will we not get into, or stop doing?						
Strategic Prioritizing of our input – A statement of who we are:	1 Year Strategic Priorities:				Due	Accountable
Key Benefits our brand offers:						
Competitors:						
Our Brand Promise – What's in it for our customers:						
	45 Day Strategic Priorities:				Due	Accountable

Strategic Execution Plan
BUSINESS NAME – MONTH / YEAR

Core Values:	Strategic Moves – To be implemented within the next 3-5 years:				Accountable	
		2 Years	1 Year	90 Days		
Core Purpose – Why we do this:	Numerical Targets & Milestones					
WHAT – Our long term goal of what we want to achieve:	Current Strengths				Current Weaknesses	
Geographic Focus:						
Target Market Customer Description:						
Target Market Customer's Greatest Need – What they really want:						
Generic Strategy (Value Description):						
Core Activities – What is our core business now? What will we start doing in the future?						
Non Core Activities – What is NOT our core business? What will we not get into, or stop doing?						
Strategic Prioritizing of our input – A statement of who we are:	1 Year Strategic Priorities:				Due	Accountable
Key Benefits our brand offers:						
Competitors:						
Our Brand Promise – What's in it for our customers:						
	45 Day Strategic Priorities:				Due	Accountable

Strategic Execution Plan
BUSINESS NAME – MONTH / YEAR

Core Values:	Strategic Moves – To be implemented within the next 3-5 years:				Accountable	
		2 Years	1 Year	90 Days		
Core Purpose – Why we do this:	Numerical Targets & Milestones					
WHAT – Our long term goal of what we want to achieve:	Current Strengths				Current Weaknesses	
Geographic Focus:						
Target Market Customer Description:						
Target Market Customer's Greatest Need – What they really want:						
Generic Strategy (Value Description):						
Core Activities – What is our core business now? What will we start doing in the future?						
Non Core Activities – What is NOT our core business? What will we not get into, or stop doing?						
Strategic Prioritizing of our input – A statement of who we are:	1 Year Strategic Priorities:				Due	Accountable
Key Benefits our brand offers:						
Competitors:						
Our Brand Promise – What's in it for our customers:						
	45 Day Strategic Priorities:				Due	Accountable

SWOT Analysis





<h1>Strategic Execution Plan</h1> <h2>BUSINESS NAME – MONTH / YEAR</h2>				
Core Values: <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>		Strategic Moves - To be implemented within the next 3-5 years: <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>		
Core Purpose - Why we do this: <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>		Businesses Targets & Milestones <input type="text"/> 3 Years <input type="text"/> 1 Year <input type="text"/> 90 Days Accountable <input type="text"/> <input type="text"/> <input type="text"/>		
BHAG: Our long term goal of what we want to achieve: <input type="text"/>		<input type="text"/> <input type="text"/> <input type="text"/>		
Geographic Focus: <input type="text"/> <input type="text"/> <input type="text"/>		Current Strengths: <input type="text"/> <input type="text"/> <input type="text"/>		
Target Market Customer Description: <input type="text"/> <input type="text"/> <input type="text"/>		<input type="text"/> <input type="text"/> <input type="text"/>		
Target Market Customer's Greatest Need (What they really want): <input type="text"/> <input type="text"/> <input type="text"/>		Current Opportunities: <input type="text"/> <input type="text"/> <input type="text"/>		
Primary Strategic (Brand) Objectives: <input type="text"/> <input type="text"/> <input type="text"/>		Current Threats: <input type="text"/> <input type="text"/> <input type="text"/>		
Core Activities - What is my core business now? What will we start doing in the future? <input type="text"/> <input type="text"/> <input type="text"/>		<input type="text"/> <input type="text"/> <input type="text"/>		
Non Core Activities - What is NOT my core business? What will we not get into, or stop doing? <input type="text"/> <input type="text"/> <input type="text"/>		<input type="text"/> <input type="text"/> <input type="text"/>		
Strategic Positioning of our brand = a statement of who we are: <input type="text"/> <input type="text"/> <input type="text"/>		1 Year Strategic Priorities: <input type="text"/> Due Accountable <input type="text"/> <input type="text"/>		
Key Benefits our brand offers: <input type="text"/> <input type="text"/> <input type="text"/>		60 Day Strategic Priorities: <input type="text"/> Due Accountable <input type="text"/> <input type="text"/>		
Functional: <input type="text"/> <input type="text"/> <input type="text"/>				
Geographic: <input type="text"/> <input type="text"/> <input type="text"/>				
Our Brand Promise - What's in it for our customers: <input type="text"/> <input type="text"/> <input type="text"/>				

The screenshot shows a business dashboard titled 'Leadership Team' with a 'Team Goals' section. It lists six team members with their names, current status (Green, Yellow, or Red), and progress percentages. The 'Advocacy Score - NPS' report on the right shows an overall score of 55 with a 9/12 tasks complete. The report includes a 'Review Report of NPS' section with a single item: 'Review Report of NPS'.

Team Member	Status	Progress (%)
Tony Hill	Green	45%
Lucy Brown	Yellow	30%
Mary Smith	Green	70%
Reb Porter	Yellow	60%
Pete Reynolds	Red	25%
Scott Black	Green	25%

Advocacy Score - NPS
9/12 Tasks Complete

Review Report of NPS



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Weekly Team Review

Goals

- Provide Peter (IT) with induction process: 43% (Yellow)
- Create induction testing: 36% (Red)
- Sales per month: 40 (Green)

To-Do

- Provide Peter (IT) with induction process
- Create online employee application form

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Weekly Team Review

Goals

- Order Response Platform: 15% (Red)
- Test all integration interfaces: 20% (Red)

To-Do

- Map CRM process to be integrated
- Test all integration interfaces
- Debug and internal testing

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RESULTS weekly EXECUTION Meeting

Meeting agenda

- Good News: 5min.
- Individual Task Review: 30min.
- Team Goal Review: 8min.
- Parking Lot: 15min.
- One Phrase Close: 8min.

EXIT MEETING

Goals

- % Net Profit: 19.37% (Yellow)
- \$ Net Profit: \$268,530 (Red)
- Gain New Understanding of: 1% (Green)
- Internal Quarterly Sales: 42.9 (Yellow)
- Reduce Payroll: 1% (Yellow)
- Create a post sales customer: 3% (Green)
- Complete Income Statement Audit: 1% (Yellow)
- Total H.S. Unshipped by: 0 (Green)

Days of Inv.

Identify "individual sku" overstocked inventory

25 (All) (Online) Identify "individual sku" overstocked inventory

Due: September 30

Collaborating Viewer – Talking: Ronnie Romman

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Google when will computers be smarter than humans

Web News Videos Images More Search tools

About 308,000 results (0.39 seconds)

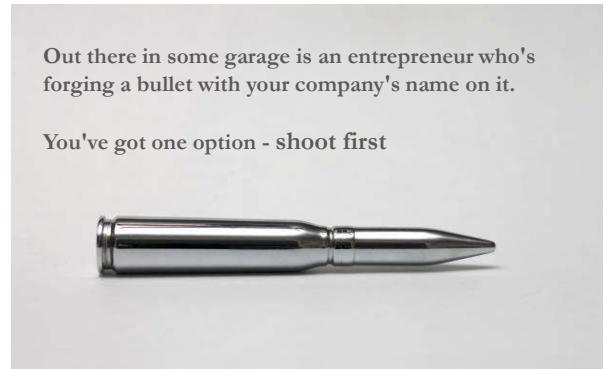
2029

By 2029, computers will be able to understand our language, learn from experience and outsmart even the most intelligent humans, according to Google's director of engineering Ray Kurzweil. Feb 23, 2014

Robots will be smarter than us all by 2029, warns AI expert ...

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simon@resultsgroup.biz