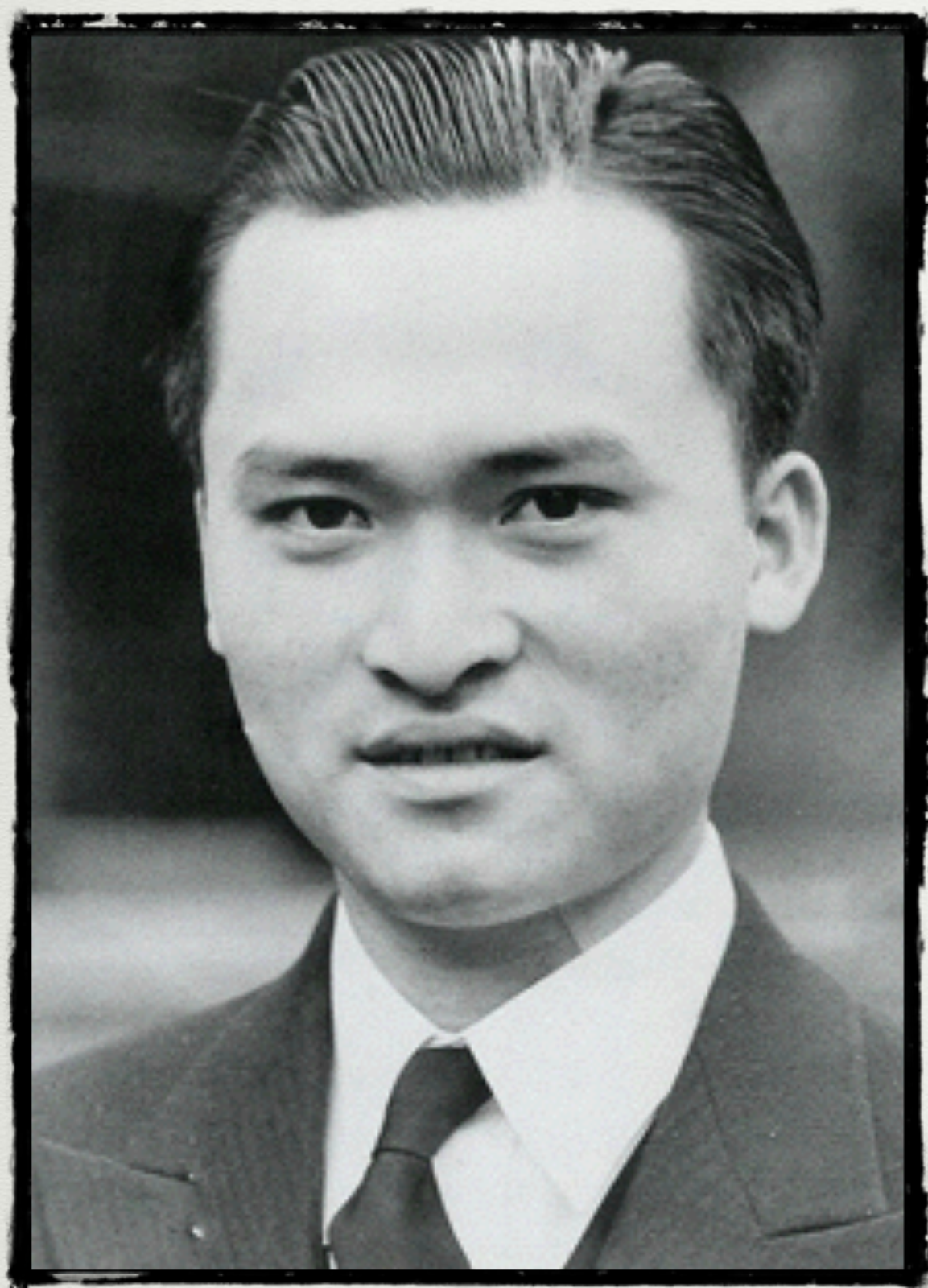


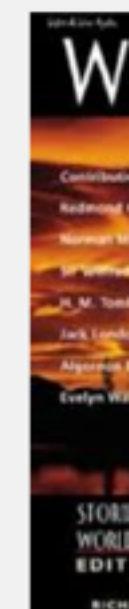
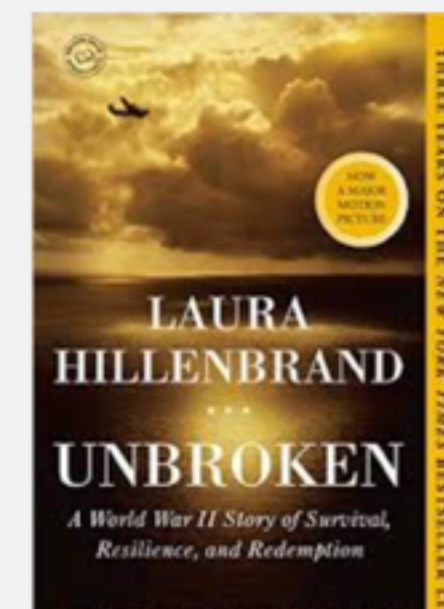
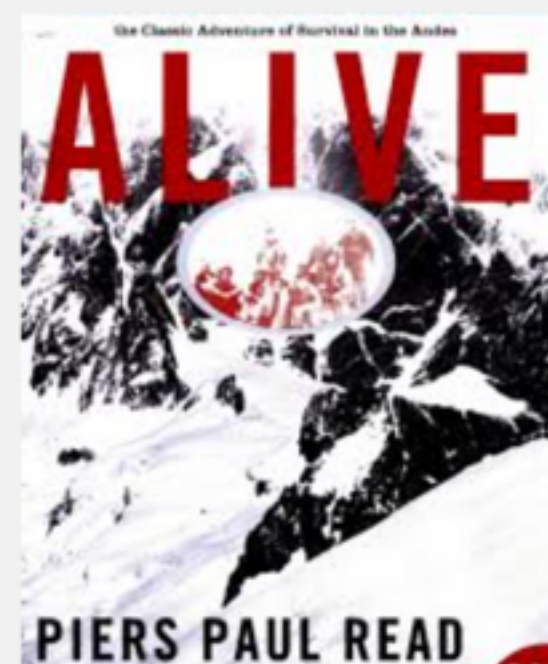
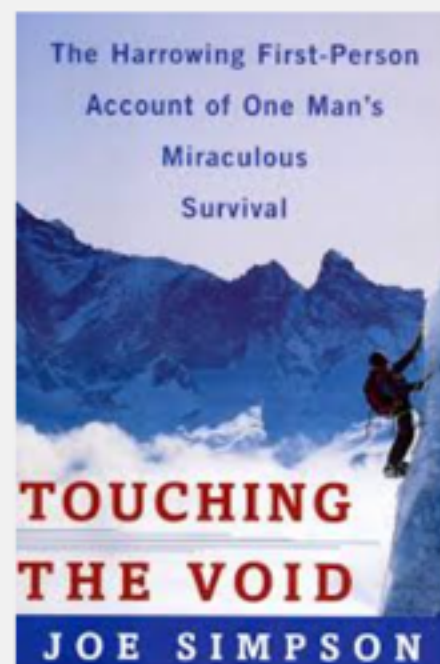
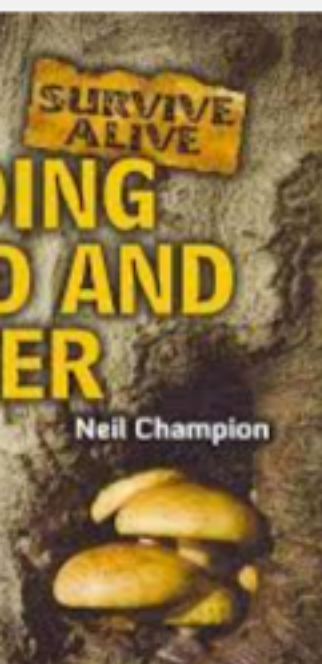
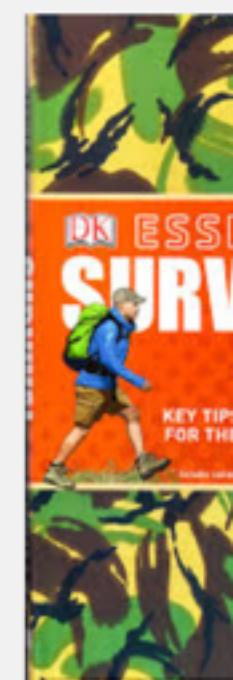
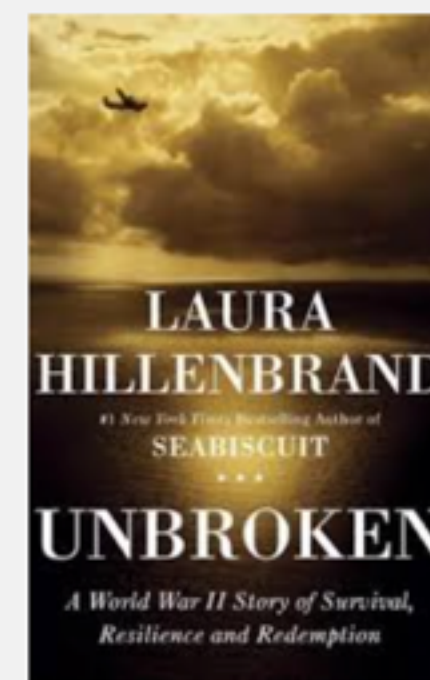
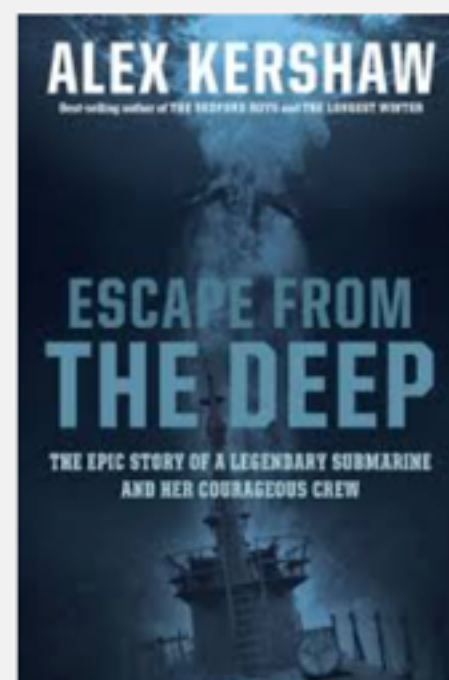
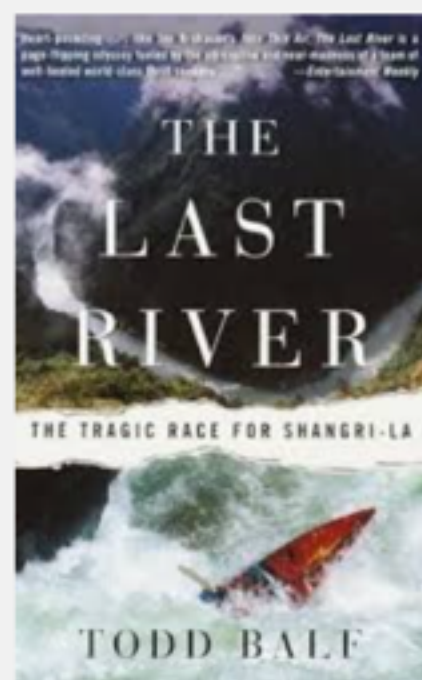
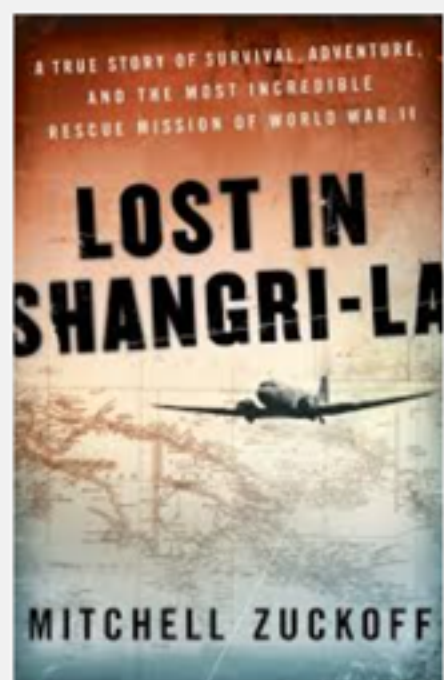
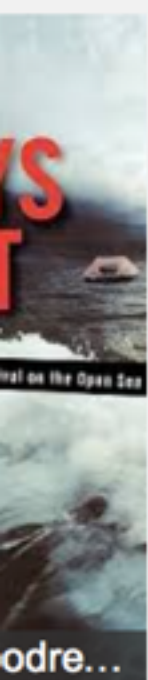
STRATEGY: GOOD NO STRATEGY: BAD

Why you Need a Business Strategy
and the Pitfalls of not Having One



Technology ■ Strategy ■ Integrity





Nov 04, 2015 03:25 UTC (+8)

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U.S. Population

3 2 2 , 0 9 0 , 2 4 0



World Population

7 , 2 8 3 , 4 6 9 , 8 9 2

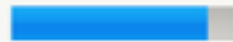
COMPONENTS OF POPULATION CHANGE

03:25:13 UTC

One birth every 8 seconds



One death every 12 seconds



One international migrant (net) every 32 seconds



Net gain of one person every 14 seconds



TOP 10 MOST POPULOUS COUNTRIES

1. China	1,367,485,388	6. Pakistan	199,085,847
2. India	1,251,695,584	7. Nigeria	181,562,056
3. United States	321,368,864	8. Bangladesh	168,957,745
4. Indonesia	255,993,674	9. Russia	142,423,773
5. Brazil	204,259,812	10. Japan	126,919,659

As of Tuesday night.....



DAMMIT JIM!

**I'M A CEO - NOT A
BUSINESS STRATEGIST!**

So, why am I here?

- Neon signs
- December, 1989
- After a year or so, my first “plan” emerged!
- Screw ups coupled with lucky breaks
- GaC/LaC, GaE/LaE - for years and years
- When I read E-Myth vs. when I acted on it
- **Because, I am a living breathing example of the pitfalls of not having a strategy**

Things have changed....

- Since 2009, we've been on a growth path
- We're on our way to tripling number of employees
- Charge-backs are down to nearly zero
- Profit is up
- People stay with us and if they leave, they tend to give 3-4 months notice
- My business partner and I are happier

Some Awesome Things About Operating Without a Strategy

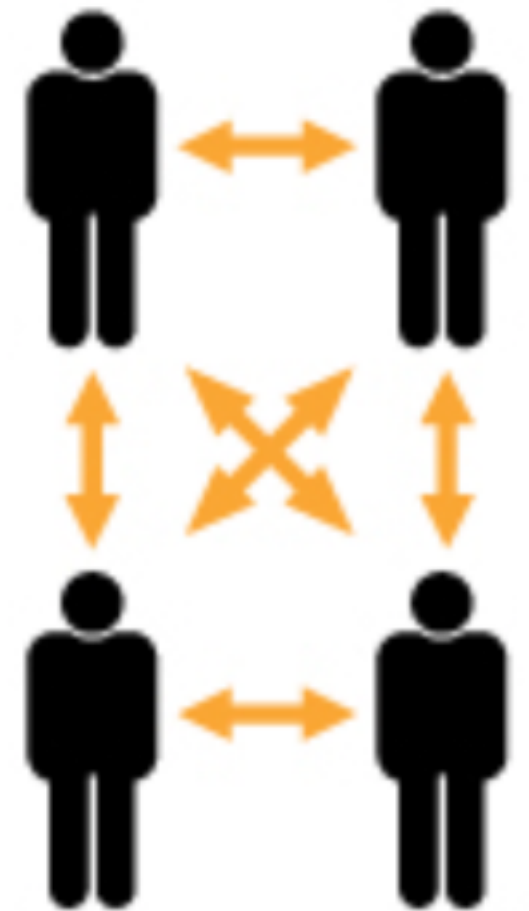
- Getting anyone to do what you want them to do, the way you want them to do it, when you want them to
- Pushing the car blindfolded
- A multi-million dollar company with $< 1\text{mm}$ systems
- The Factorial of Communication problem
- Repeated mistakes = endless frustration



2



6



24

strategy | 'stratəjē |

noun (pl. **strategies**)

a plan of action or policy designed to achieve a major or overall aim:

time to develop a coherent economic strategy | shifts in marketing strategy.

- the art of planning and directing overall military operations and movements in a war or battle. Often contrasted with **TACTICS** (see **TACTIC**).
- a plan for military operations and movements during a war or battle:
nonprovocative defense strategies.

ORIGIN early 19th cent.: from French *stratégie*, from Greek *stratēgia* 'generalship,' from *stratēgos* (see **STRATAGEM**) .

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Yet, here's what most
of us do.....



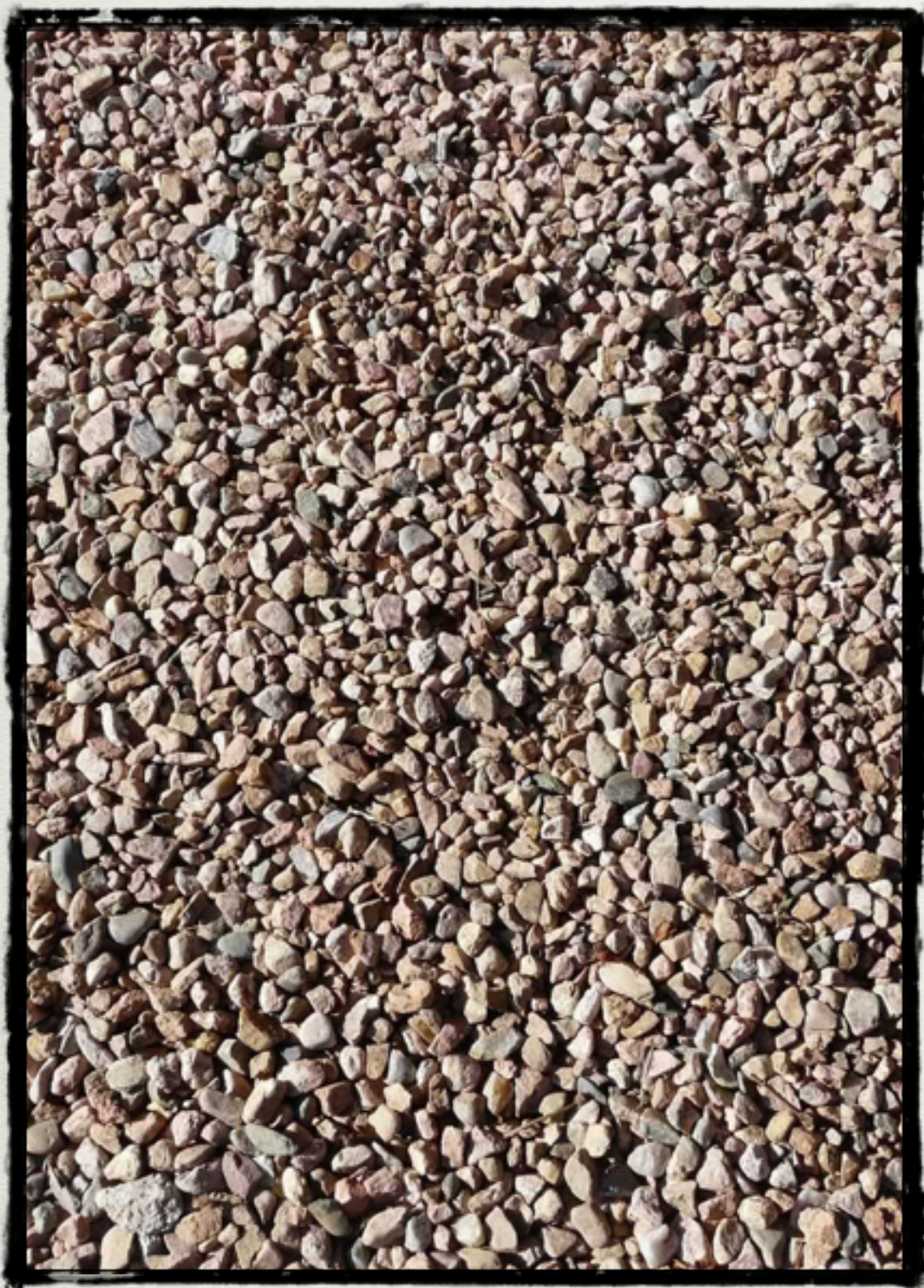
**WAY TO M.T.
EVEREST B.C.**

→

Climbing Everest

- It's years of prep
- Some you do yourself
- Some you pay experts (guides, accountants, etc.)
- You must know your goal
- You must know the steps
- **You can create the future**

Imagine that you are
walking on a stone
path toward your
desired destination.



Not What, but If...

or, what I learned from
Cory Levenberg



The eerie truth about
Strategy.....



**NO MATTER WHERE YOU GO
THERE YOU ARE.**

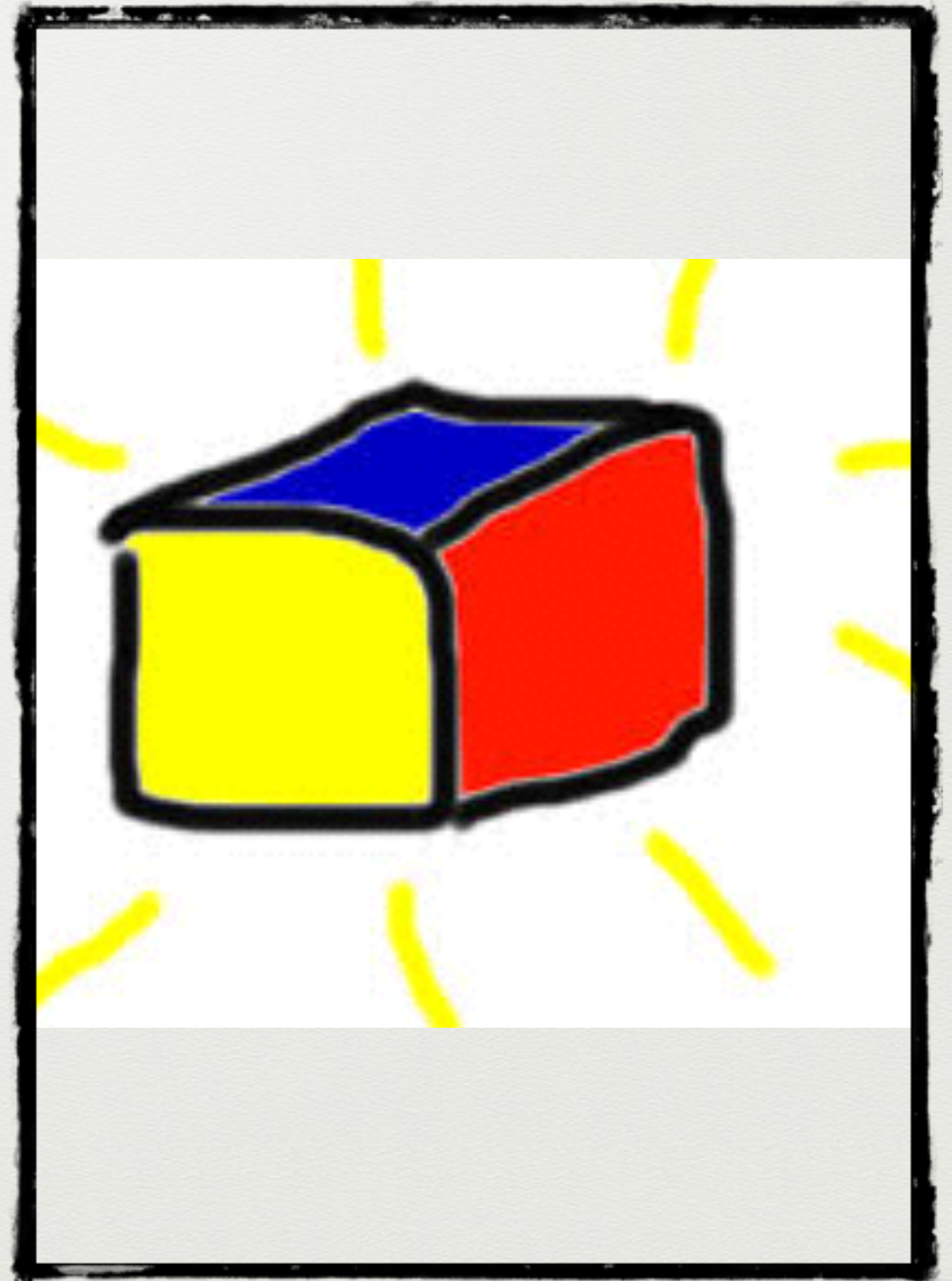
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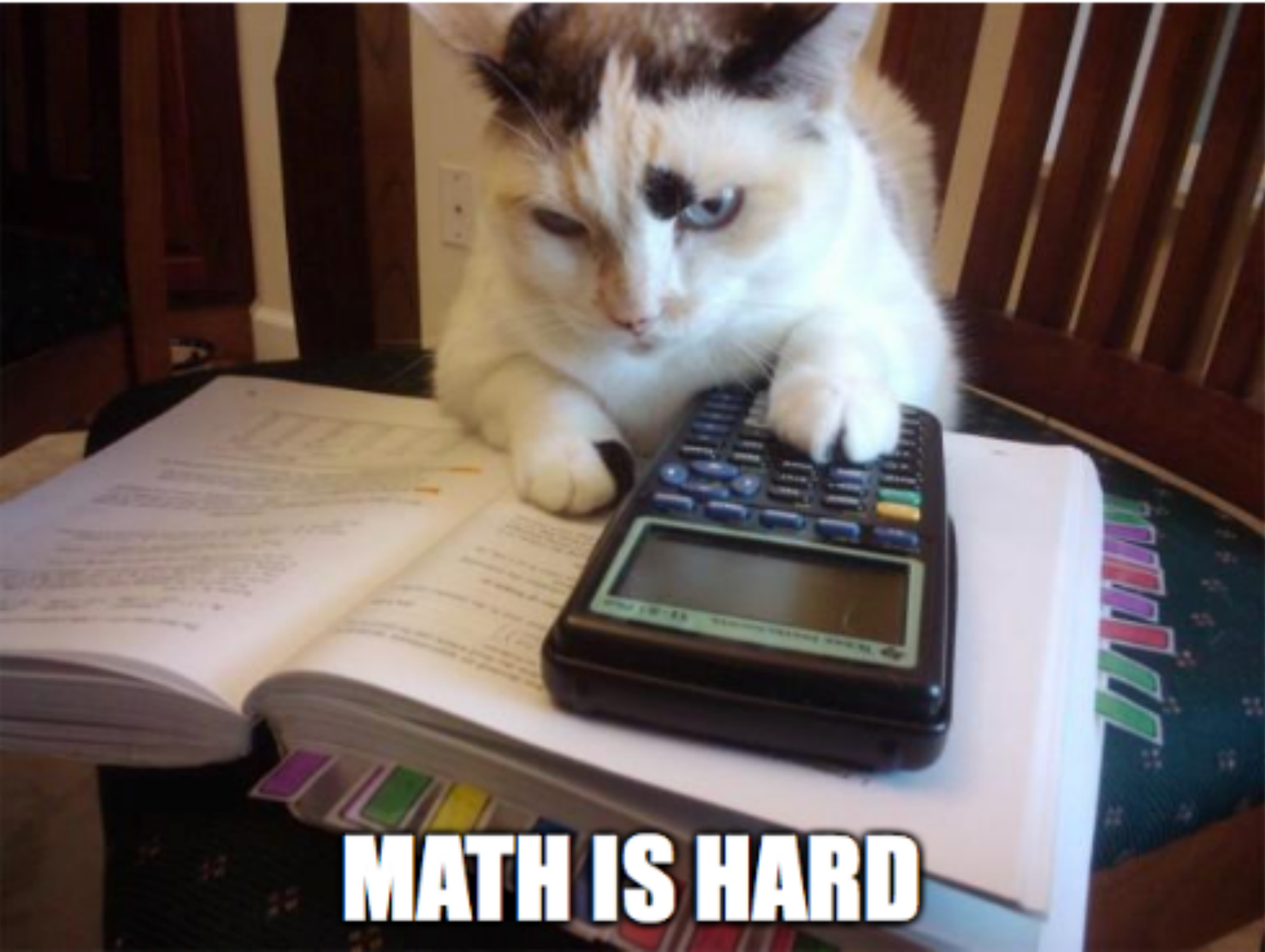
WHAT,

ME HAVE A STRATEGY?

Somewhere between...



Our First Strategic Moment!



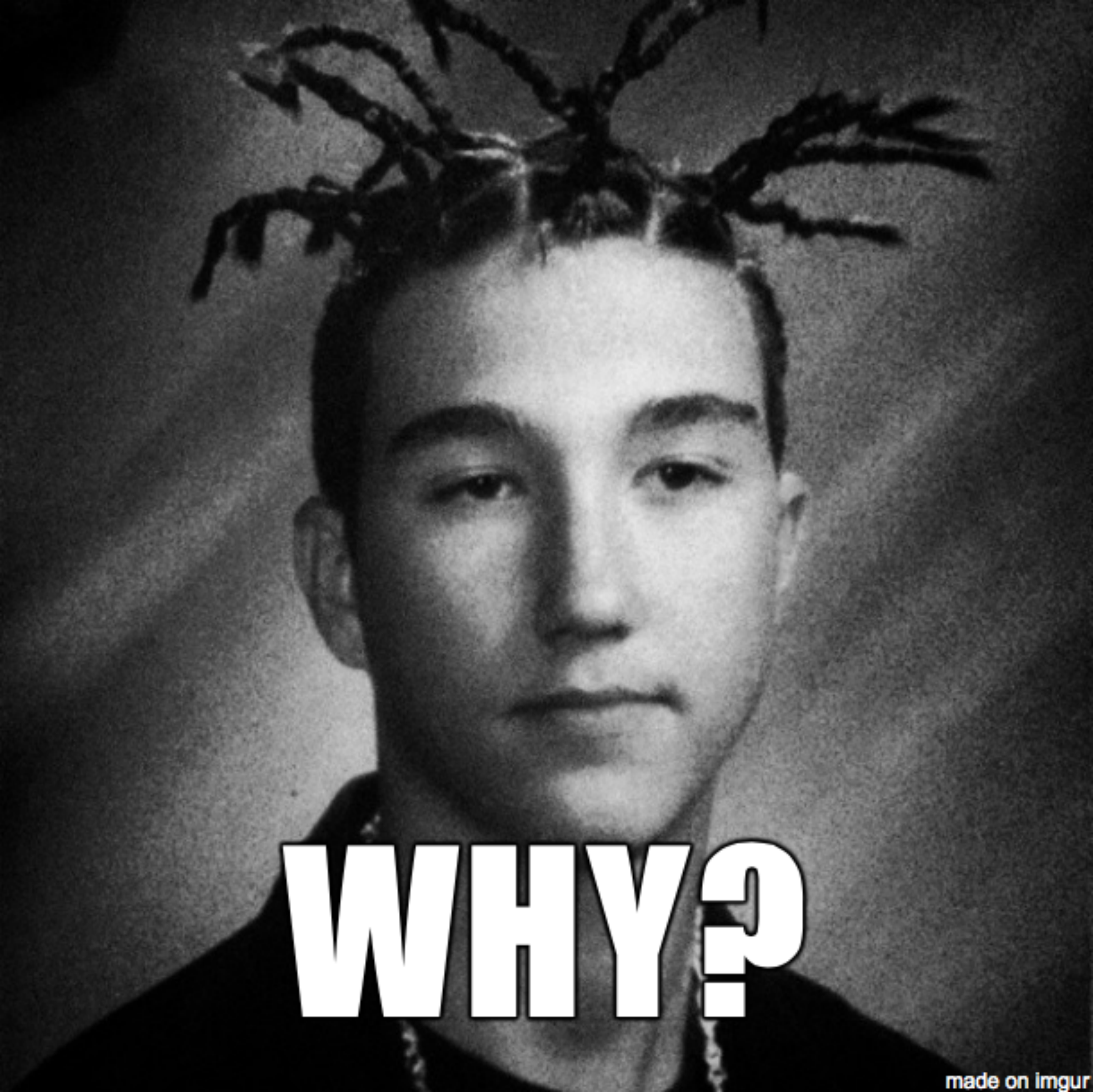
MATH IS HARD

So, it turns out....

- It wasn't that hard
- It didn't take a ton of time
- It yielded enormous and immediate results

Start with:

Why?



THE BASICS

made on imgur

The Basics

- Work and/or services you provide
- Technology you work with or support
- Specific stuff you do NOT work with
- Geography
- How will you acquire customers?
- Don't forget: is there a need for what you provide?

SLIGHTLY

LESS BASIC

Less Basic

- Your perfect client
- Your Core (aka Operating Values

JUST A LITTLE



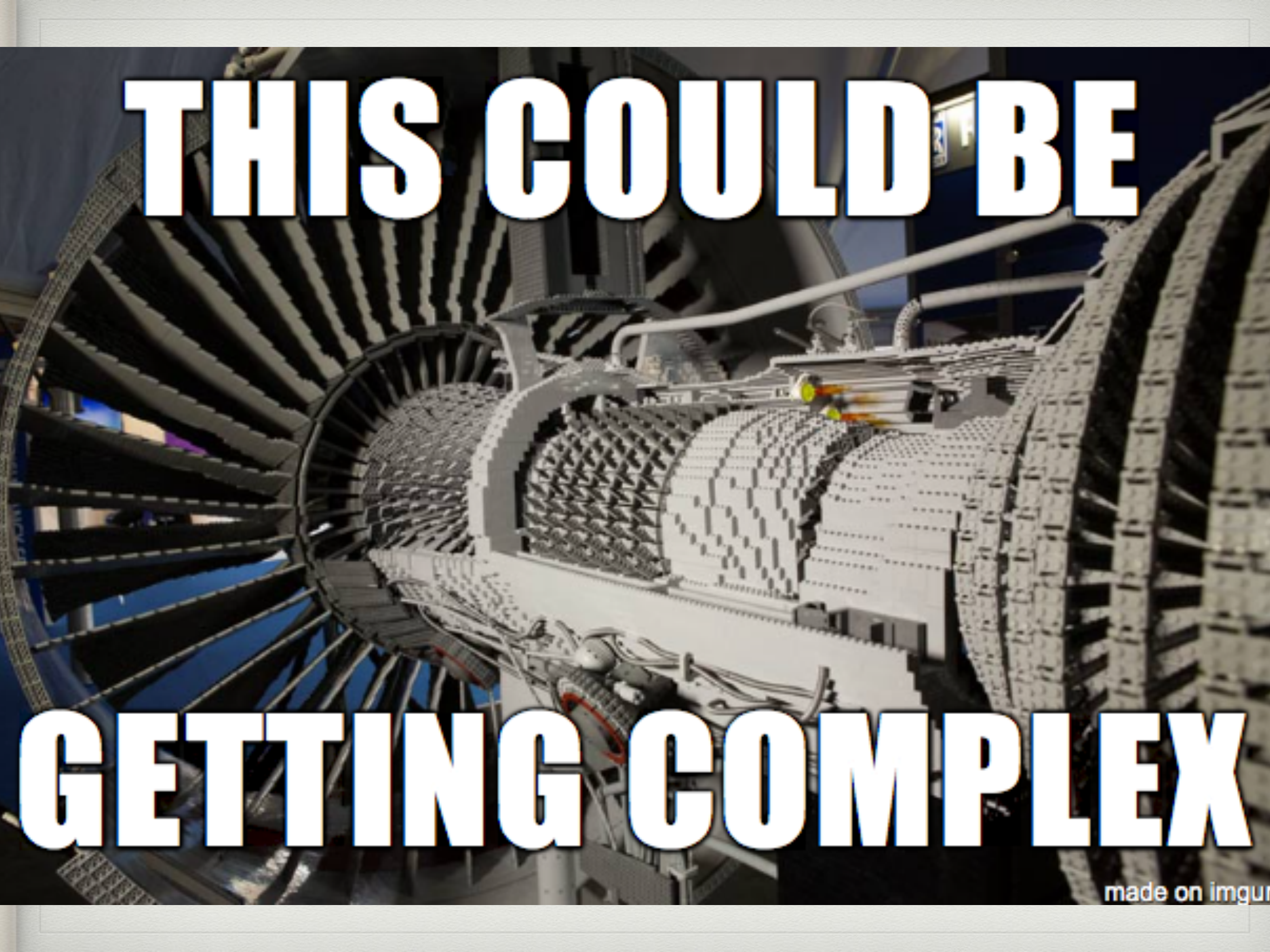
MORE COMPLEX

Know Yourself & Your Company

- Promises to your clients
- Promises to your employees
- Differentiators vs Commodities
- Bonus: What promises are you making to yourself?

Survey

- Ask your employees
- Ask your customers
- Ask your spouse



THIS COULD BE

GETTING COMPLEX

Putting it All Together

- Core Values / Operating Principles
- Purpose (Why)?
- Brand Promises
- Strategic Priorities
- Your big goal for yourself and business

YET ANOTHER



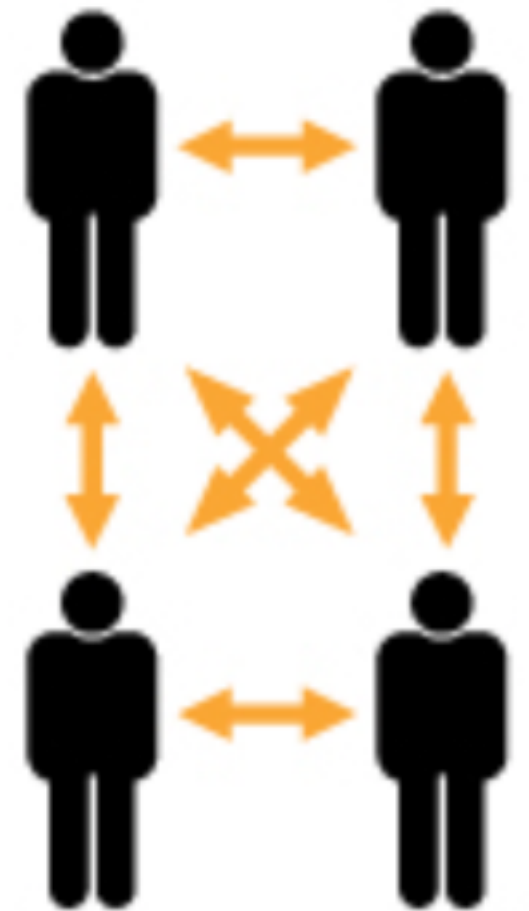
WAY...



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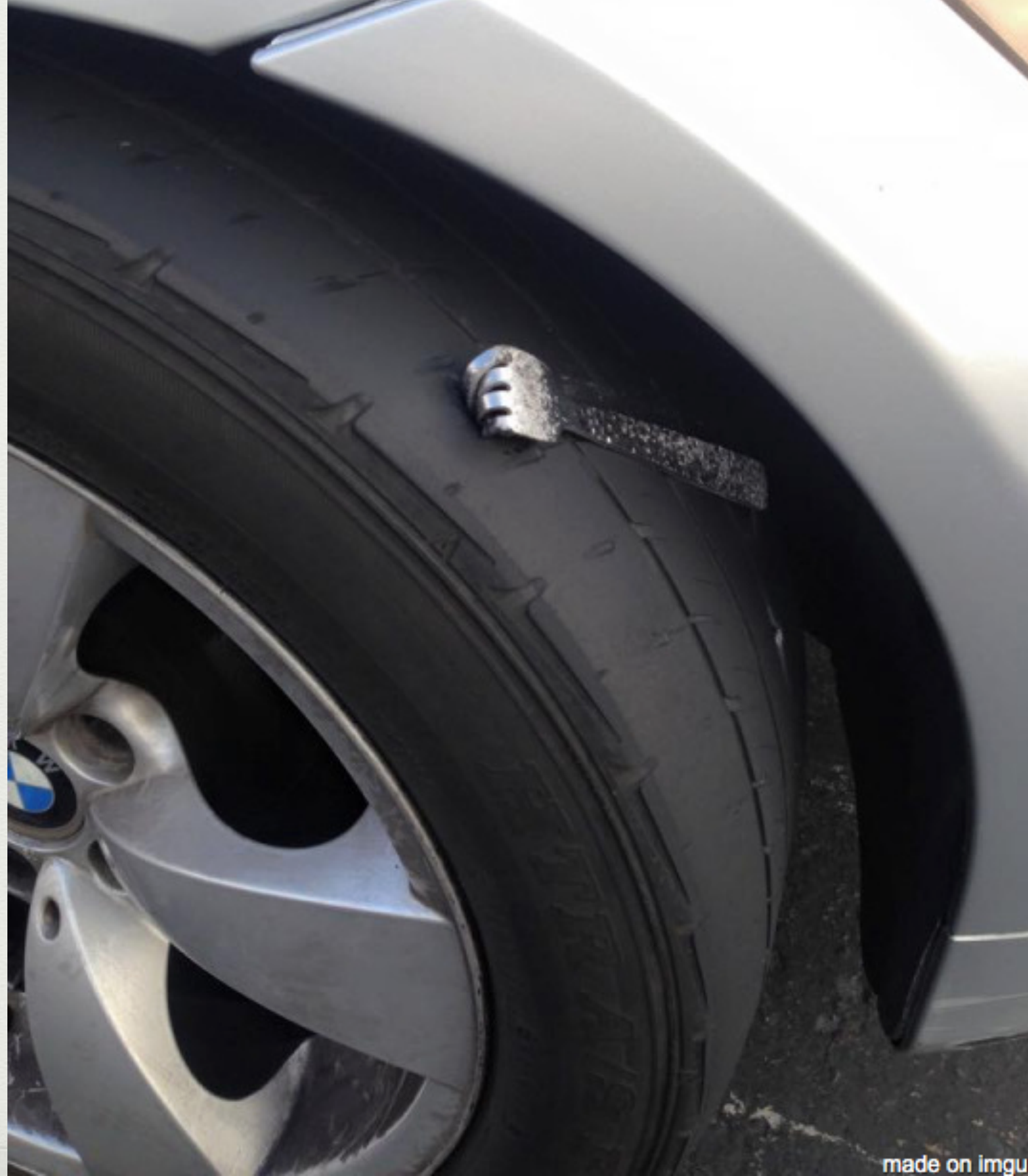


24

Working On vs. Working In

- Franchise model
- Processes/Procedures
- Fully-baked org chart
- Job descriptions
- Checklists

ALTERNATIVELY....



The One Page Business Plan

- Vision
- Mission
- Objectives
- Strategies
- Plans

Resources

- Simon Sinek: <http://bit.ly/1GKKhNZ>
- Scaling Up, by Verne Harnish
- E-Myth, By Michael Gerber
- One Page Business Plan, by Jim Horan
- Checklist Manifesto, by Atul Gawande
- Netflix Culture Slides (google it)
- Who, by Geoff Smart and Randy Street

Q&A / DISCUSSION



Technology ■ Strategy ■ Integrity

peter@lindegroupp.com