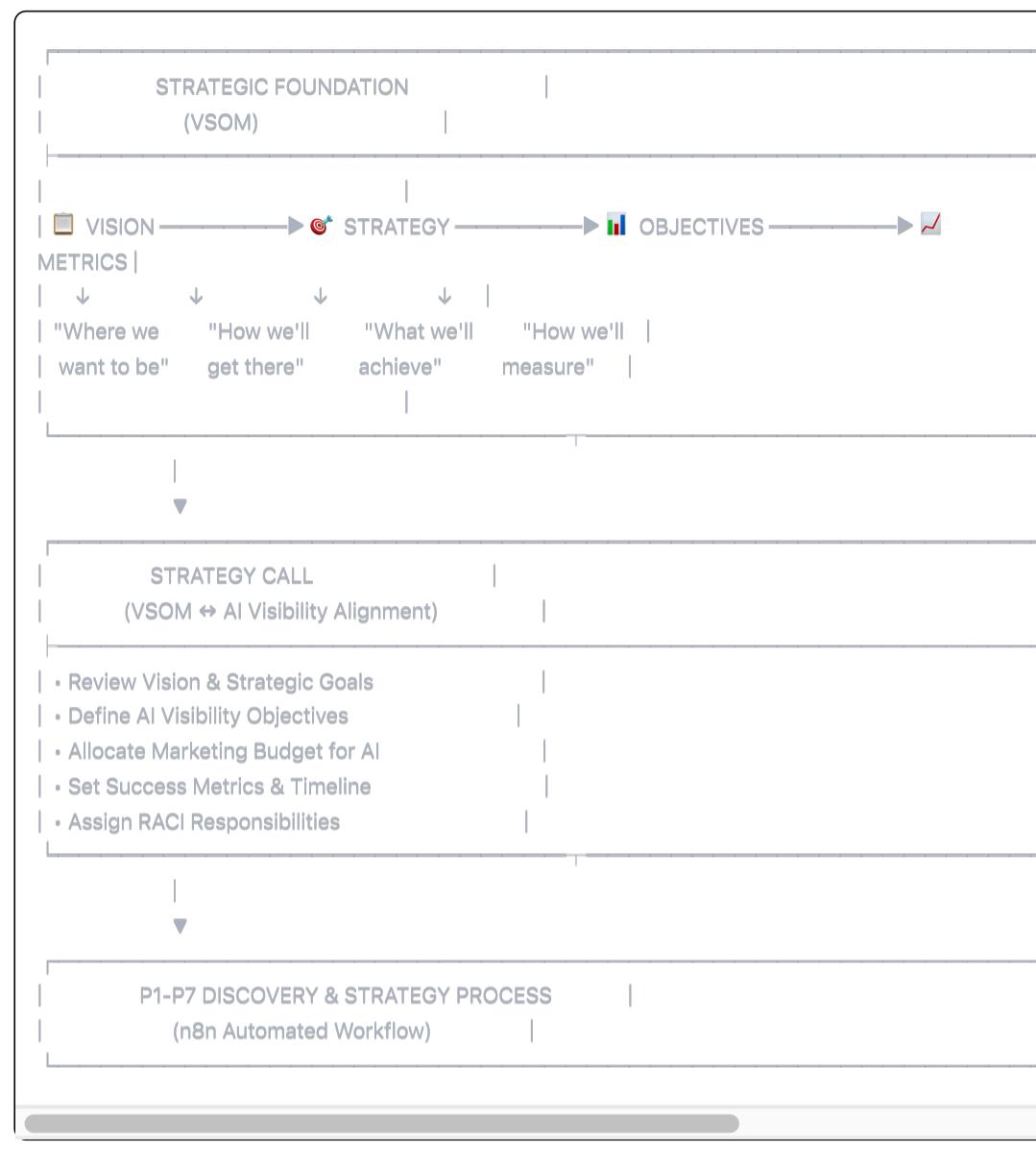


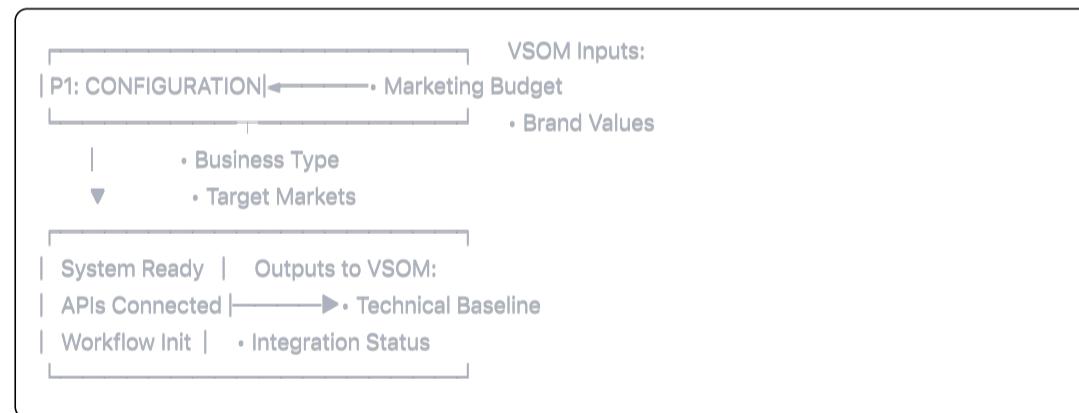
VSOM to P1-P7 Integration Flow Diagram

Master Integration Architecture

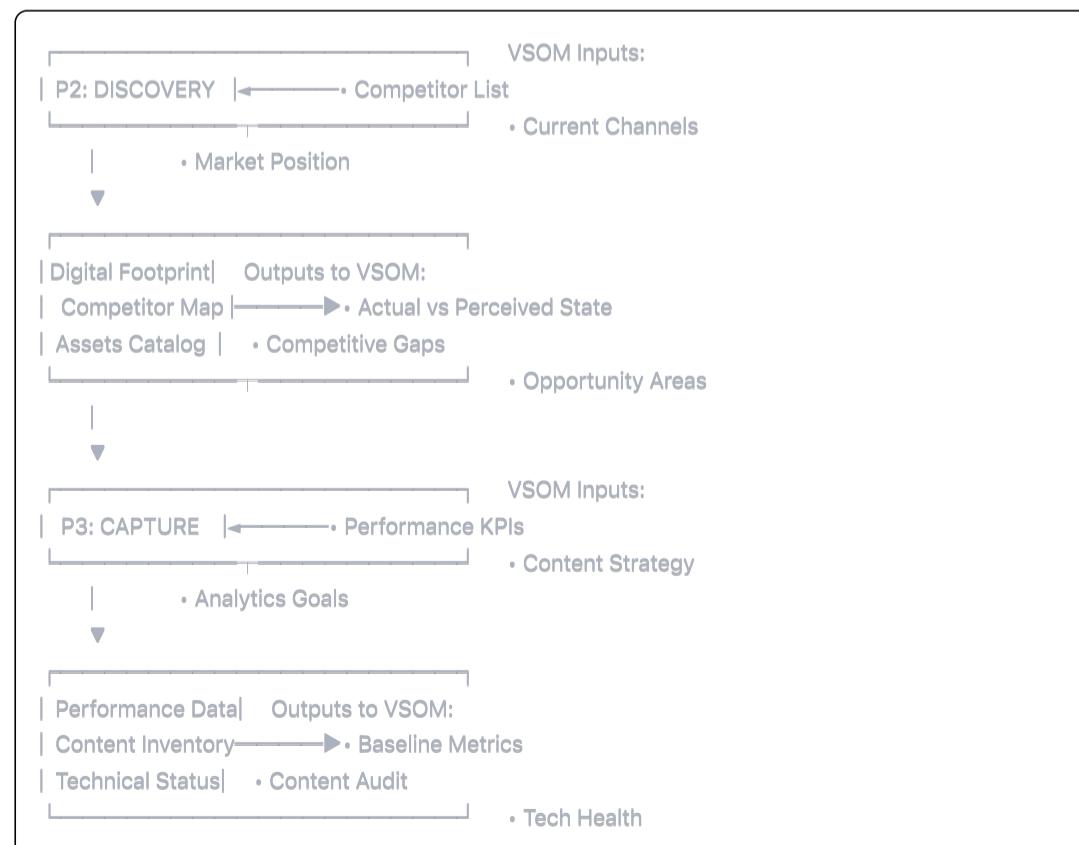


Detailed P1-P7 Process Flow with VSOM Integration

Phase 1: Foundation Setup

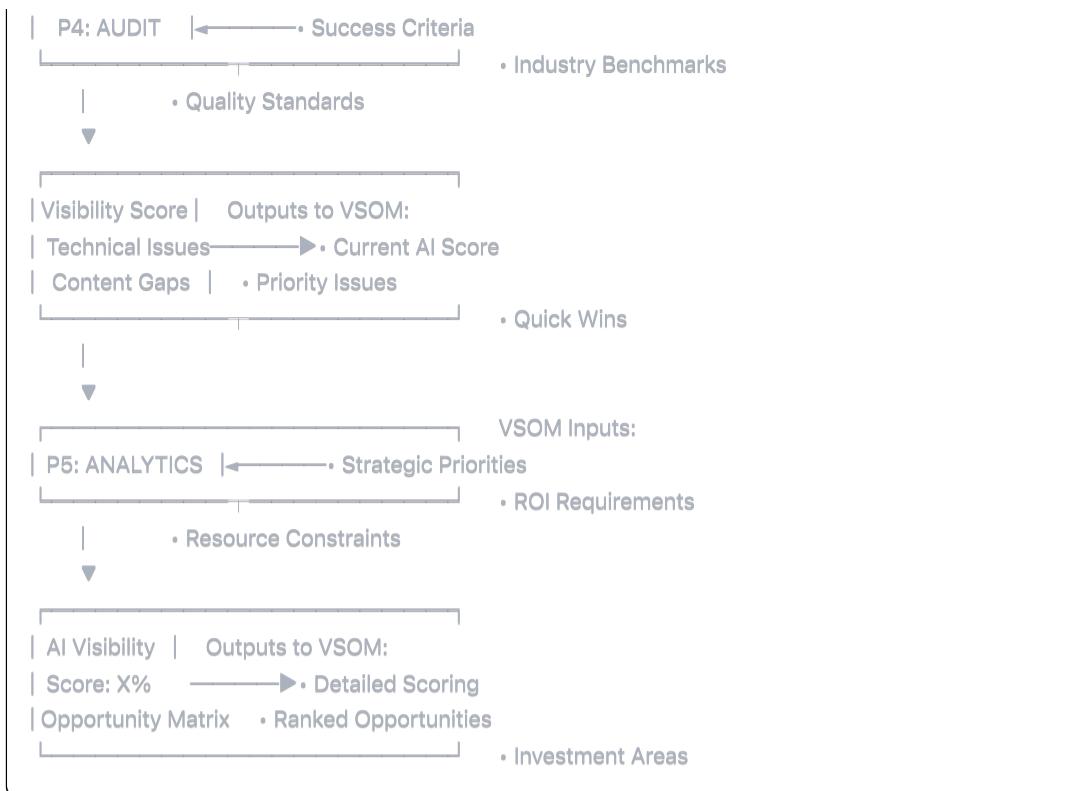


Phase 2: Current State Discovery

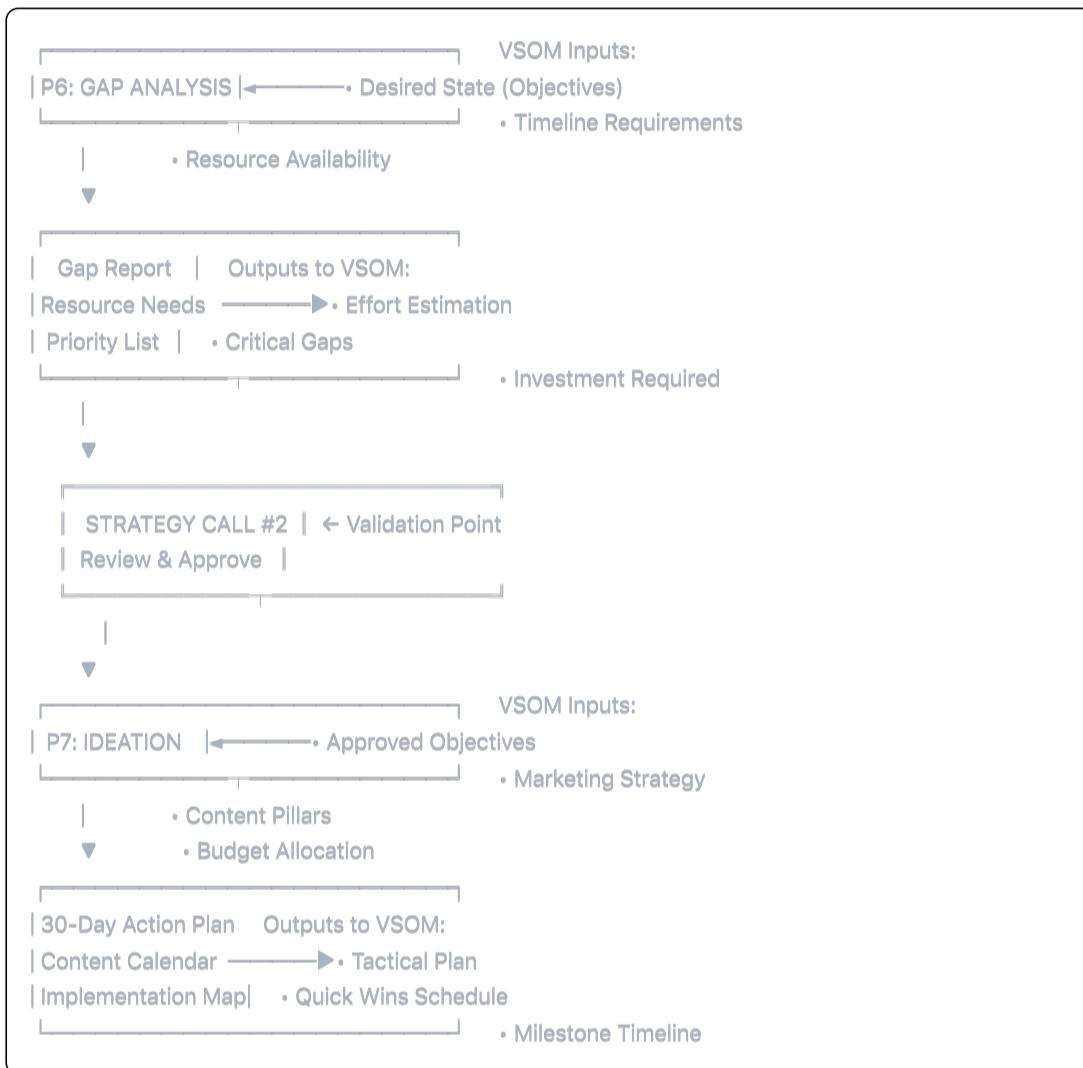


Phase 3: Analysis & Scoring





Phase 4: Strategic Planning



VSOM Elements Mapped to P1-P7 Outputs

Vision → Strategic North Star

VISION Statement
 ↓
 Influences ALL P1-P7 decisions
 ↓
 Examples:
 - P2: What competitors align with vision?
 - P5: What metrics matter for vision?
 - P7: What content supports vision?

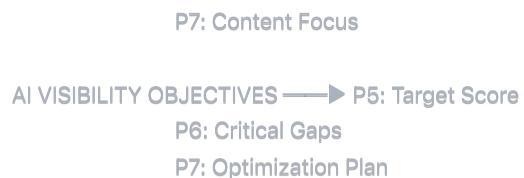
Strategy → Process Configuration

CORPORATE STRATEGY	MARKETING STRATEGY	AI VISIBILITY STRATEGY
↓	↓	↓
P1: Business Type	P2: Channels	P3: Data Points
P4: Quality Standards	P5: Metrics	P6: Gap Priorities
P7: Growth Focus	P7: Content Pillars	P7: AI Optimization

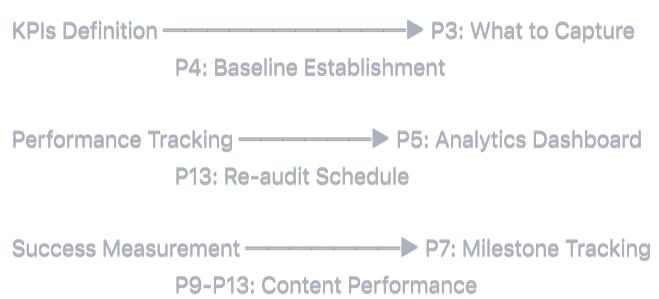
Objectives → Success Criteria

STRATEGIC OBJECTIVES → P4: Audit Criteria
 P5: Scoring Weights

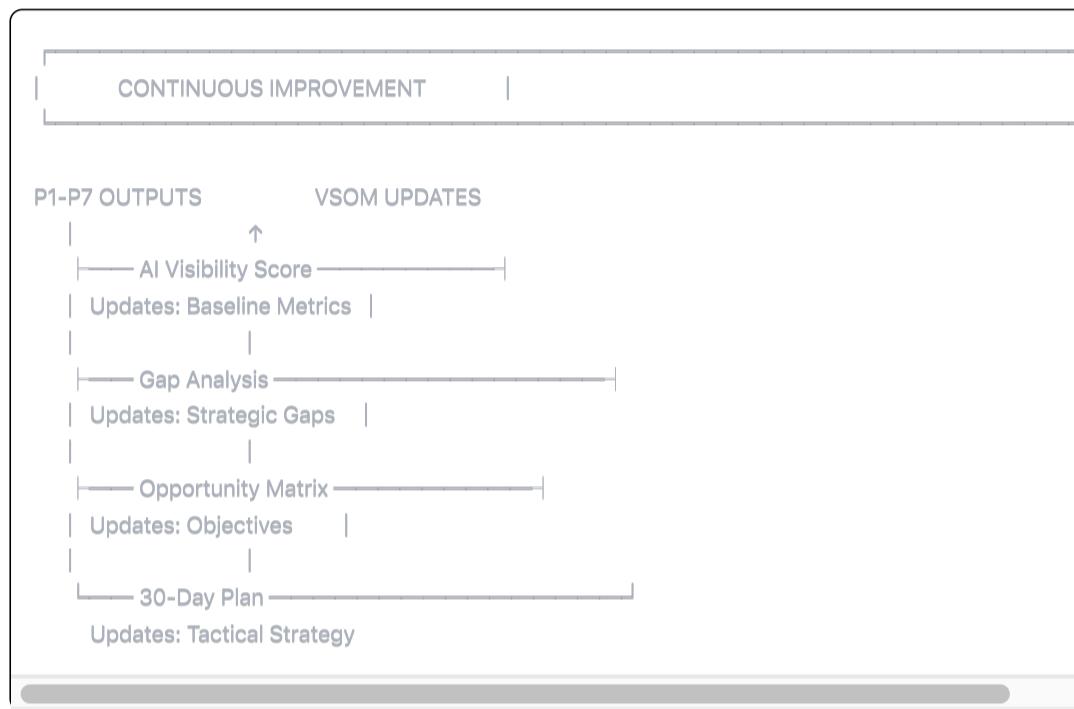
MARKETING OBJECTIVES → P6: Gap Priorities



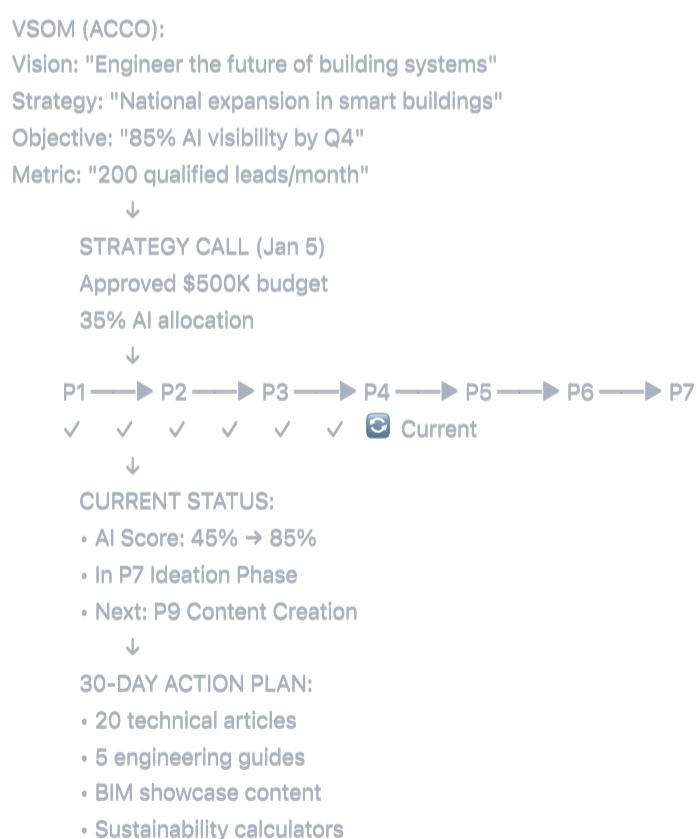
Metrics → Measurement Framework



Feedback Loop: P1-P7 Results Update VSOM



Organization-Specific Flow Example: ACCO Systems



Key Integration Points Summary

1. Pre-Process: VSOM Definition

- Vision provides direction
- Strategy sets parameters
- Objectives define success
- Metrics establish measurement

2. During Process: Continuous Alignment

- P1: Configure per strategy

- P2-P3: Discover per current state
- P4-P5: Analyze per objectives
- P6: Identify gaps to objectives
- P7: Ideate tactics for strategy

3. Post-Process: VSOM Achievement

- Action plan executes strategy
- Progress tracked against metrics
- Objectives achieved incrementally
- Vision realized over time

4. Feedback Loop: Continuous Refinement

- P1-P7 results update baselines
- Strategy adjusted based on findings
- Objectives refined for achievability
- Metrics evolved for relevance

Implementation Timeline by Organization

Week 1-2: P1-P2 (Configuration & Discovery)

Western States ← Current
C/A Heating ← Current
Evergreen ← Current

Week 3-4: P3-P4 (Capture & Audit)

AC Rank ← Current
Midco ← Current

Week 5-6: P5-P6 (Analytics & Gap Analysis)

Mancini Electric ← Current

Week 7-8: P7 (Ideation & Planning)

ACCO Systems ← Current

Week 9+: P9-P13 (Content & Publishing)

Ready for execution

VSOM to P1-P7 Integration - Complete Strategic Alignment Framework