**Strategic Executive coaching**

This plan is suitable for corporate executives and small-business operators/owners seeking to gain leadership skills to outperform their performance indicators. As a leader your knowledge, beliefs, leadership skills, behaviours, and actions cause significant ripple effect throughout your business. As a leader your role is more significant than just ensuring your team is working toward business’s mission and vision. Your position demands your attention across many different disciplines and jurisdictions. To lead you need to continually progress and strive to set new boundaries of performance for your business, your team, and your products.

Strategic Executive Coaching plan enables you to achieve your goals by discovering your absolute authentic version of yourself. Your original version of you is creative, enthusiastic, courageous, consistent, and passionate. The result will be nothing but outstanding work of art, including but not limited to:

* sustain peak performance by tapping into Transient hypofrontality (flow, zone, chi)
* enhancing decision making process leading to more effective and robust workflow
* tools and resources to evaluate and execute, and engage your newly discovered and sharpen leadership skills
* Powerful leadership rhetoric

*The plan is offered through six 60 minutes sessions, including two proprietary personal and behavioral character strengths assessments.*

**Small-Business Strategic Planning Day (four hours)**

The secret strategy of mega enterprises to achieve the impossible is *forecasting the future demand based on contrarian truth which is solely capitalized on their strengths and leveraging from their market positioning*. By considering your business as a mega enterprise you can apply the same strategy to achieve your goals and outperform your historical results. First and most just like most companies you need to come up with a strategic plan that conveys your secret formula with a precise execution plan. Strategic planning begins with recognizing your strengths to overcome the identified weaknesses, then by leveraging your opportunities to eliminate the threats.

The focus of the strategic planning day will be on:

·        as WHY even the business exists,

·        through environmental scanning discovering the status of business and working our way to set new goals and objectives

·        leveraging our newly discovered strengths to strategizing new market positioning accordingly

·        evaluating our marketing campaign to make sure it’s aligned with the segmented market

·        operating and workflow effectiveness assessment to identify bottlenecks

**Small-Business Strategic Planning Day (eight hours)**

The eight hours strategic planning day is suitable for businesses with annual revenue above $250 k. During the session we will dive deep into every aspect of the business operation to make sure every piece of the puzzle is optimized, and its efficiency is maximized to deliver an agile and robust workflow. The first part of the strategic planning day will include the above plan (Small-Business Strategic Planning Day four hours).

The second part of the day will focus on:

·        exploring the identified business opportunities to acquire new division or eliminating the less profiting or low margin business products

·        creating an actual marketing campaign aligned with new buyers’ personas, client targeting and customer segmentations

·        budget allocation according to new workflow effectiveness assessment

·        brand messaging, story, vision, mission, values, and creed statement

·        resource and asset allocation to maximize business output and lead generating strategies

**Corporation Strategic Planning Day (one to three days)**

The product is suitable for corporations seeking an objective evaluation on their quality and progressive indicators. Often corporations go through a stagnated phase that lasts years, just because at some point the leadership team decided to settle for what once was considered a jackpot. We collect a lot of data prior to the strategic planning event to make sure the corporation KPI is run against competitors for a measurable performance analysis. The evaluation part of the event tackles fundamental and cornerstone of existing enterprise, including but not limited to: operating statement and workflow, health and safety, customer and staff satisfaction, authority and regulatory compliance, community contribution and charity, new product launch, etc.

The innovative and redesigning a new roadmap part of the Strategic planning days will focus on:

·        Value Proposition/ Minimum Viable Product

·        Environmental scanning/ Marketplace & Competitor research

·        Buyers Personas/Client targeting/ Customer segmentations.

·        Brand messaging/Story/Vision/Mission/Values/Creed

·        Fundraising strategies/ Investors interview preparation

·        Revenue stream/ Cost structure/ Key Metrics

**Entrepreneurial Business Strategy Package**

This package is suitable for brand new up to under two years businesses. Not all businesses are qualified for this package, there is an interview process involved. Support and duration are extensive, especially during the first three to six months. You will have our support for one year up to 60 hours total. This package is every entrepreneur’s dream support to launch their business and seeing succeed. At the end of the day there is a reason that about 90% of all new businesses fail.

(Your investment is $5000 and 10% of gross profit annually for 5 years)

·        Branding

·        Marketing campaign

·        The 4Ps of Place, Price, Product, and Promotion

·        Managing New Product

·        New product design and Minimum viable product

·        The product life cycle

·        The introduction stage (launching phase)

·        The growth stage

·        The Maturity stage

·        The Decline stage

