Course: Solopreneur to CEO: The Playbook for Sustainable 7-Figure Scaling

Lesson 9: The 3-Year Strategic Vision & "Big Picture" Plan

1. Core Concept & Learning Objective

Core Concept (148 words): You've "mastered" "90-day" 'planning' (C6, L12). 'Now' 'you' "must" "master" "3-Year" 'planning'. 'A' "90-day 'plan'" 'is' "tactical" (e.g., "fix 'my' 'funnel' (C5, L12)"). 'A' "3-Year 'Vision'" 'is' "strategic" (e.g., "What 'game' 'am' 'I' 'even' 'playing'?"). 'This' 'lesson' 'teaches' 'you' 'to' "set" 'your' "long-term 'vision'" (Your "Mission"). 'You' 'will' "then" "reverse-engineer" (C6, L10) 'that' "vision" 'into' "3 'Growth 'Pillars'" (e.g., "1. 'Digital 'Products'', 2. 'High-Ticket 'Services'', 3. 'Affiliates'") 'and' "strategic 'big 'bets'" (e.g., "My 'big 'bet'' 'is' 'that' 'AI' (C4) 'will' 'disrupt' 'my' 'industry'").

Learning Objective: By the end of this lesson, you will be able to **move** 'beyond' "90-day 'planning'," **define** 'your' "long-term (3-Year) 'Vision'," 'and' "reverse-engineer" 'that' "vision" 'into' "3 'Growth 'Pillars'" 'and' "strategic 'big 'bets'."

2. Interactive Content Activities

Activity 1: Case Study: "The 'Tactical' 'Treadmill' vs. The 'Strategic' 'Vision'"

- **Type:** Case Study Analysis
- **Time:** 15 minutes
- **Instructions:**
  1. Read the two scenarios:
  2. **'Founder A' (The 'Tactical' 'Treadmill'):** "Crushes" 'her' "90-day 'goals'" (C6, L12). 'But' "every 90 'days'," 'she' "has" 'no' 'idea' "what" 'to' "do" "next." 'She's' "running" 'fast', 'but' "in" 'a' "circle." 'She' 'has' 'no' "long-term 'vision'."
  3. **'Founder B' (The 'Strategic' 'Vision'):** "Sets" 'her' "3-Year 'Vision'" (e.g., "To 'be' 'the' "#1 'AI 'Automation'' 'consultant' 'for' 'her' 'niche'"). *Now'*, 'her' "90-

day 'goals'" 'are' "easy." ("Q1 'Goal': 'Launch' 'my' 'AI 'Product" (C5). 'Q2 'Goal': 'Hire' 'my' 'AI 'VA' (L4).").

4. In the text box, answer: "How 'does' 'a' "3-Year 'Vision'" 'make' "90-day 'planning'" *easier*'? 'What' 'is' 'the' "difference" 'between' "tactics" 'and' "strategy"?"

- **Expected Outcome:** An "a-ha" moment 'that' "strategy" (the 3-year 'vision') 'is' 'what' "defines" 'the' "tactics" (the 90-day 'goals').

Activity 2: Strategic Exercise: "My '3-Year' 'Painted 'Picture" (The 'Vision')"

- **Type:** Strategic Exercise

- **Time:** 20 minutes

- **Instructions:**

  1. "Imagine" 'it' 'is' "3 'years'" 'from' "today." 'Your' "business" 'is' "wildly" "successful."

  2. Open 'a' "blank 'doc'."

  3. *Your Task: "Write" 'a' "1-paragraph 'press 'release'" 'about' 'it'.*

  4. *Template:* "It 'is' [3 Years From Now]. 'SoloSuccess 'Intel Academy" 'has' "just" "been 'named'" "the" "#1 'platform'" 'for' "female 'founders'." 'We' 'have' "helped" "10,000 'students'" "build" "automated 'empires'" (C4). 'Our' "revenue" 'is' "$X" 'and' 'our' "team" 'is' "3 'core 'hires'" (L5) 'and' "10 'freelancers'." 'Our' 'CEO' (you) 'works' "10 'hours/week'" 'on' "vision 'only'."

- **Expected Outcome:** A "clear" "vision" ('a' "Painted 'Picture'") 'of' "where" 'you' 'are' "going." *This* 'is' 'your' "North 'Star'" (C6, L1).

Activity 3: Strategic Exercise: "My '3 'Growth 'Pillars'"

- **Type:** Strategic Exercise

- **Time:** 15 minutes

- **Instructions:**

  1. You 'can't' "do" "everything." 'You' 'must' "choose" 'your' "3 'Growth 'Pillars'" ('business 'models') 'to' "reach" 'your' "Vision" (Activity 2).

  2. *Your Task: "Choose" 'your' "3 'Pillars'" 'from' 'the' "Bank".*

3. *Bank:* "1:1 'Services' (High-Ticket)," "1:Many 'Courses'" (C5), "1:Many 'Communities'" (C5, L11), "Affiliates," "Brand 'Deals'," "SaaS."

4. *Example:* "My '3 'Pillars'' 'are': 1. 'Creator 'CEO'' (C5 'Courses'), 2. 'Mission 'Control'' (C6 'Data 'Templates''), 3. 'Solopreneur 'to' 'CEO'' (L5 'Mastermind')."

- **Expected Outcome:** "Clarity" 'on' 'your' "business 'model'." 'If' 'an' "opportunity" ('e.g.', "a 'brand 'deal'") 'is' *'not'* 'in' 'your' "3 'Pillars'," 'you' "say 'no'."

Activity 4: "My 'Big 'Bet'' 'for' 2028" (Peer Collaboration)

- **Type:** Peer Collaboration / Discussion

- **Time:** 10 minutes

- **Instructions:**

  1. What "strategic 'bet'" (a "trend") 'are' 'you' "betting" 'on'?

  2. Go to the community discussion board.

  3. **Post:** "My "3-Year 'Vision'" 'is' 'based' 'on' 'one' "Big 'Bet'": [Your 'Bet']."

  4. *Example:* "My 'Big 'Bet'' 'is' 'that' "AI 'Automation'" (C4, L3) 'will' "replace" "80%" 'of' "admin 'tasks'," 'so' 'my' "entire 'business'" 'is' "betting" 'on' "teaching" 'that' "skill."

  5. Reply to one other student's "bet."

- **Expected Outcome:** "Strategic" 'thinking' 'about' 'the' "future" 'of' 'your' "industry."

3. Assignment & Project Milestone

Assignment: The "3-Year 'Strategic' 'Vision'" 'SOP' (Component 9 of Final Project)

- **Estimated Time:** 60 minutes

- **Deliverable:** A 1-page PDF or Notion doc "SOP" (Standard Operating Procedure).

- **Description:** This 'is' 'your' "CEO's" "Master 'Plan'." 'It' "documents" 'your' "long-term 'vision'" 'and' 'the' "strategic 'pillars'" 'that' "will" "get" 'you' 'there'. 'This' 'is' 'the' "document" 'you' "review" 'in' 'your' "Quarterly 'Reviews'" (C6, L12) 'to' "ensure" 'your' "tactics" 'are' "aligned" 'with' 'your' "vision."

- Step-by-Step Instructions:

  1. Open 'the' "Strategic 'Vision' 'SOP'" 'template' (provided).

  2. **Section 1: "My '3-Year 'Vision'' (The 'Painted 'Picture')."**

     - (Paste in 'your' "1-paragraph 'press 'release'"' 'from' Activity 2.)

  3. **Section 2: "My '3 'Growth 'Pillars'' (The 'Business 'Model')."**

     - (Paste in 'your' "3 'Pillars'" 'from' Activity 3. e.g.,

       3.

"