

The Five Elements to Crafting an Intentional, Actionable, Effective, and Sustainable Plan

Colorado Springs, Colorado – Monday, June 2nd, 2014 James Woosley, Owner of Woosley Coaching

Introduction

To move your business forward, it's going to require an investment in energy. The more energy that can be focused at a specific target, the more impact it can have. The slingshot requires not just the passive movement toward a goal, but the counterintuitive act of pulling backwards (internally), aiming intentionally (externally), and firing at an objective.

Too many business owners loaded just enough energy to get started, but never saw the need

or found the time to reload for another round. It's then no surprise when their business
plateaus and fails to reach the next level.



Element #1: Let's Make It Real

A plan is the physical manifestation of your intention. It becomes real. It can be worked.
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Action Plan
☐ Commit to the creation of a written plan by scheduling time to do the work required.
☐ Work with the leaders of your business to craft your Simple Strategic Plan; if you are

Slingshot Strategy 2

the only owner/manager, share it with someone to get feedback.



Element #2: Take Goldilocks to Disney World

The plan is somewhere between a napkin and a binder. The size of the plan doesn't relate to		
the size of the vision. Dream big, imagine larger, plan appropriately.		
Action Plan		

☐ Without focusing on the how, write down the BIG DREAM for your business.



Element #3: A Flexible Framework on a Solid Foundation

"It's kind of fun to do the impossible." – Walt Disney		
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	ACTION	
	GOALS	
	KEY STRATEGIES	
	SWOT ANALYSIS	
	BUSINESS OBJECTIVES	
	VISION NARRATIVE	
	CORE VALUES	
	MISSION	
	SWOT	

Action Plan

☐ Use the Simple Strategic Planning template to build YOUR plan for YOUR business.



Element #4: Sustainability and Viability

This is not a one-time process. It has to be used and repeated on a cyclical basis.		
Actio	n Plan	
	Build a financial plan to go along with the SSP you created.	
	Use the SSP to communicate with your team, especially those with tasks to complete.	
	Commit to the PDRA cycle and understand it will take time to integrate this process	



Element #5: Prioritization and Daily Action

"The key is not to prioritize what's on yo	our schedule, but to schedule your priorities."
	– Stephen Covey, The Seven Habits of Highly Effective People
Action Plan	
☐ If the plan ends up on a shelf,	it was a waste of time to create it. Put it to use through
weekly reviews and daily action	on.
☐ Ask your team every morning	: "What is the most important thing we can do today to
fulfill our mission, realize our	vision, and achieve our objectives?" Then go do it