



Slingshot Strategy

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

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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.
