

THE DISCLOSURE INTENDS TO DISCLOSE INFORMATION (THE CONFIDENTIAL INFORMATION) TO THE RECIPIENT FOR THE PURPOSE OF [REVIEW AND DISCUSSION ONLY]. THE RECIPIENT UNDERTAKES NOT TO USE THE CONFIDENTIAL/PROPRIETARY© INFORMATION FOR ANY PURPOSE EXCEPT THE PURPOSE, [REVIEW AND DISCUSSION ONLY].

THIS IS COPYRIGHTED MATERIAL © ALL RIGHTS RESERVED

**THIS IS AN EXCERPT FROM
MY STRATEGIC GROWTH PLAN
WORKBOOK AND GUIDE**



STRATEGY FOR GROWTH

FREDA THOMAS

President



Freda Thomas Consulting



Version: 3.0
Date published: April, 2011

TABLE OF CONTENTS

BACKGROUND	4
ASSUMPTIONS	5
OBJECTIVES	6
STRATEGIC GROWTH PROCESS	7
GOAL SETTING	8
WORKSHEET	8
HIGH IMPACT IDEAS	9
WORKSHEET	9
STREAMLINING FOR HIGH IMPACT IDEAS	10
BRAINSTORMING WORKSHEET (10) IDEAS	10
BRAINSTORMING WORKSHEET (HOT, WARM, COLD)	11
BENEFITS RISK	11
WORKSHEET-BENEFITS	11
WORKSHEET-RISK	12
FEASIBILITY	13
ANALYSIS	13
ANALYSIS WORKSHEETS	14-20
FEASIBILITY AND EXECUTION	21
FEASIBILITY/EXECUTION WORKSHEETS	21-29
TIMELINE	30
TIMELINE OUTLINE WORKSHEET	31-33
TIMELINE TEMPLATE	34
MILESTONE IDENTIFICATION	35
MILESTONE IDENTIFICATION/INTEGRATION	36
MILESTONE INTEGRATION INTO TIMELINE TEMPLATE	37-42
WORKSHEETS	
ADDITIONAL WORKSHEETS	43-65
ADDITIONAL BRAINSTORMING EXERCISES	66-80
NEXT STEPS, FUNCTIONALITIES, RESOURCES, NOTES	81-100



PROGRAM EXCERPT

BUSINESS BACKGROUND

This program is designed to show businesses how to resolve performance challenges. Businesses utilizing this program are often times challenged with an inability to identify high impact ideas to achieve long-term sustainable growth.

The current situation in the business might be loss revenue, stagnant growth, volatile sales, and lack of

access to high impact growth strategies.

This program, "Strategic Growth Plan, Workbook and Guide, has **237** functionalities to help you achieve long-term sustainable success.

The program includes the following:

1. Goal setting	2. Review of current methods towards goal achievement
3. Identification of high impact goal achievement ideas	4. Ideas that are easy to implement and execute
5. Benefits and risk	6. Cost and feasibility
7. Follow-up	<ul style="list-style-type: none"> ❖ Notes ❖ Value added resources ❖ 1 hour and 30 minute coaching session

As you go through this program utilizing the definitions and worksheets, you will begin to build the kind of strategic process that will inform growth for the life of your business, the type of approaches and processes that will help you to experience record breaking growth in sales year after year.

Success is yours to have! It's time to start building the business of your dreams.

THIS IS AN EXCERPT FROM THE (100) PAGE PROGRAM.

This program has helped my clients to increase their year over year revenue by as much as 30%. Other performance goals can also be addressed, i.e. reducing expenses, optimizing operations, as well as increasing market share.



ASSUMPTIONS

This program is intended for those with a clear understanding of their business challenges. Parties partaking in this program should be able to identify and articulate a critical business need to resolve, specialized around a goal or objective that you would like to achieve.

*NOTE: If you are unclear regarding how to identify the critical need, feel free to contact the author of this program for coaching services to aid you in this regard.

CONTACT:

Freda Thomas Consulting
244 Fifth Avenue, Suite N214
New York, NY 10001-7604
718-938-2164
info@consultflt.com
Request a meeting
www.consultflt.com

OBJECTIVE

Show business owners how to create long-term sustainable, thriving enterprises.



STRATEGIC GROWTH PROCESS

Set the goal	Identify high impact goal achievement ideas
Review current modalities in place to aid goal achievement	Ideas that are easy to implement and execute
Determine benefits, risk	Determine cost, feasibility associated with execution
Timeline the execution of the high impact ideas	Include milestones, benchmarks



GOAL SETTING

Identify the goal/objective/challenge you would like to achieve.

Goal setting example: Our goal is to increase revenue from \$100,000 per year to \$250,000 per annum.

Use the worksheet below to document and write down your goals.

GOAL SETTING EXERCISE _____ company name goes here	
Our goals are:	1.
	2.
	3.
	4.
	5.
	6.
	7.
	8.



HIGH IMPACT GOAL ACHIEVEMENT IDEAS

Brainstorm to identify several ideas to help you achieve your goal(s).

Goal setting example: Our goal is to increase revenue from \$100,000 per year to \$250,000 per annum.

Write down the goal you want to achieve here: Our goal(s)

are/is _____
_____.

Use the brainstorming worksheet below to document the ideas that can potentially help you achieve your goal(s). Write down at least 10 ideas, and write them fast. Try not to dilute or think too much. Just get it down.

BRAINSTORMING EXERCISE TO IDENTIFY HIGH IMPACT GOAL ACHIEVEMENT IDEAS	
	_____ company name goes here
The (10) ideas that can help us achieve our goal is/are	1.
	2.
	3.
	4.
	5.
	6.
	7.
	8.
	9.
	10.

STREAMLINE BRAINSTORMING TO IDENTIFY IDEAS THAT ARE EASY TO IMPLEMENT AND EXECUTE

Write down the goal you want to achieve here: Our goal(s)

are/is _____
 _____.

Write down those 10 brainstorming ideas to help you achieve your goal(s) here:

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

Now that you have identified ten (10) ideas to help you achieve your goal(s), choose three (3) of those brainstorming ideas that you would like to implement and execute. Choose the three (3) ideas that are doable, i.e. easy to implement in a short period of time, requiring minimal resources, i.e. time, money, and people. Make sure your ideas will help you achieve the goal(s) you identified on the previous worksheets.

<h2>STREAMLINING BRAINSTORMING IDEAS THAT ARE EASY TO IMPLEMENT/EXECUTE</h2> <p>_____ company name goes here</p>	
<p>We have identified these (3) ideas to help us achieve our goal. These (3) ideas we perceive as doable, requiring minimal time, money and people are:</p>	1.
	2.
	3.

STREAMLINE BRAINSTORMING TO IDENTIFY HIGH IMPACT IDEAS

HIGH HANGING FRUIT ANALYSIS

Write down the goal you want to achieve here: Our goal(s) are/is _____

Write down three (3) high impact ideas that will help you achieve the goal:

These (3) high impact ideas utilizing approaches suggested	1.
	2.
	3.

Indicate the response with a check mark **Hot**-idea is easy to execute with a very strong probability of resulting in goal achievement. **Warm**-idea requires a moderate level of execution, and has the potential of resulting in goal achievement **Cold**- not easy to execute with minimal probability of resulting in goal achievement

Timeframe Legend: Short is < 1 month | Medium is > 1 month and < 3 months | Long is > 3 months

*Resources Legend: Money -M | People/staff-P | * Time-T*

Ideas These are the three (3) high impact ideas to help us achieve our goals	Hot Easy to execute with a very strong probability of resulting in goal achievement	WARM Requires a moderate level of execution, and has the potential of resulting in goal achievement	COLD Not easy to execute with minimal probability of resulting in goal achievement	Timeframe The amount of time it will take to execute the high impact idea	Resources required to implement M, P, T (t=___ hours)

Interested in purchasing this program in its entirety? It will be available on April 24, 2015 as an instant download through my ecommerce site priced at \$1,999.95.

Consider purchasing the program with your colleagues | F the cost is prohibitive.

This program includes an hour and a half one-on-one coaching session with the author of the program. During that session, feel free to address the various nuances that you have explored during the formation of your strategy for growth. Any feedback you would like to share regarding this program is also welcomed. To speak with me about this program or business coaching, request an appointment at: [schedule an appointment](#).

CONTACT:

Freda Thomas Consulting
244 Fifth Avenue, Suite N214
New York, NY 10001-7604

718-938-2164

email-info@consultflt.com
Schedule an appointment