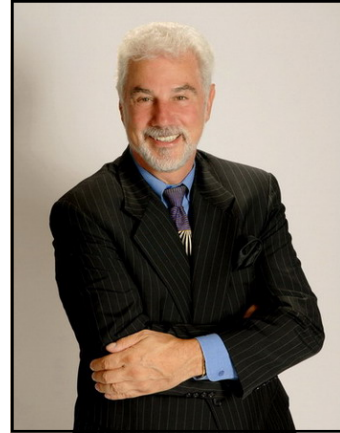


“TURNING CHANGE INTO A COMPETITIVE ADVANTAGE”



DESIGNED SPECIFICALLY FOR:

Dr. Pete Johnson
MARKETING STRATEGIST



Dr. Pete Johnson
MARKETING STRATEGIST

FOREWORD

It's a well-established fact that those organizations which ***Think Strategically, Plan Competitively and Implement Intensely*** will most certainly eclipse the rest of their field. It's for this very reason that so many of the leading high-growth organizations throughout the world today employ some form of proactive strategy and planning process to help map out the detailed game plans for creating their future. However, when it comes to strategy and planning, all too often some of the most brilliant ideas, dedicated intentions and methodically devised plans end up falling short of their expectations. This is due primarily to the inherent realities of today's constantly changing business environment. It would certainly appear that very few things ever remains consistent, or at least not for very long.

Fortunately today, with the added advantages of recently developed advancements in technology, new age business systems and extensively adaptable strategy and planning models, companies are finally able to design, write, implement and control the tempo of their entire Strategic Business Planning process. Even more impressive are the capabilities these new models provide for controlling the overall "Performance-On-Goal" results while still working well within the parameters of critical budget and resource constraints.

A truly unique innovative approach, the Adaptive Strategy Planning Model was one of the first to incorporate a very fluid, menu-driven approach to the entire process. As a result, its unparalleled simplicity enables organizations and their management teams to select and adapt each key component of the process so it best fits the ever-changing parameters and needs of their individual changing environments. **Obviously... RESULTS are the Name of the Game.**

“PROGRAM OVERVIEW”



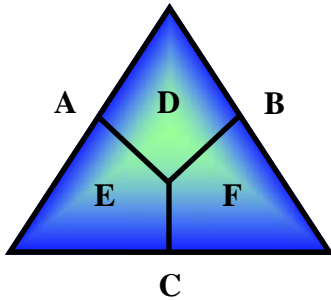
THE ULTIMATE OBJECTIVE

“To definitively establish in precise terms the strategic identity, image and reputation of your specific company, your products and your services such that in the mind of your targeted marketplace there could be no acceptable alternative available anywhere... regardless of price.”

PRIME DIRECTIVE



CRITICAL KEYS GOVERNING STRATEGIC SUCCESS



A. _____ D. _____

B. _____ E. _____

C. _____ F. _____

COMPARATIVE ANALYSIS

1a. _____ b. _____

2a. _____ b. _____

3a. _____ b. _____

4a. _____ b. _____

5a. _____ b. _____

PRACTICAL STRATEGIES AND GROUNDRULES

STRATEGY BY DESIGN

Step #1: _____

Step #2: _____

Step #3: _____

Step #4: _____

Step #5: _____

Step #6: _____

“CURRENT CRITICAL STRATEGIC ISSUES”



OBJECTIVES

Phase I. Identify and list every (all) current critical issues, problems and challenges which you feel might impeded the accomplishment of your overall goals and objectives. Please outline your issues using 2-3 word bullet points to make them easier to compile.

Phase II. Select what you feel are the Top 5 highest priority issues. (Circle and Number)

Phase III. Assign target dates and teams to outline proposed action plans to address designated issues.

<u>Strategic Issues / Challenges / Problems</u>	<u>Priority</u>	<u>Date</u>	<u>Team</u>
1. _____	_____	_____	_____
2. _____	_____	_____	_____
3. _____	_____	_____	_____
4. _____	_____	_____	_____
5. _____	_____	_____	_____
6. _____	_____	_____	_____
7. _____	_____	_____	_____
8. _____	_____	_____	_____
9. _____	_____	_____	_____
10. _____	_____	_____	_____
11. _____	_____	_____	_____
12. _____	_____	_____	_____
13. _____	_____	_____	_____
14. _____	_____	_____	_____
15. _____	_____	_____	_____
16. _____	_____	_____	_____
17. _____	_____	_____	_____
18. _____	_____	_____	_____
19. _____	_____	_____	_____
20. _____	_____	_____	_____

“MY WEEKLY FOLLOW-UP ACTION PLAN”



Outline what you consider to be the Top-10 Follow-Up Action Priorities based upon the cumulative ideas, input and discussions which have taken place during the course of your conference.

TOP-10 COMPANY PRIORITIES

<u>Actions and Issues</u>	<u>Priority</u>	<u>Status</u>	<u>Review Date</u>
1. _____	_____	_____	_____
2. _____	_____	_____	_____
3. _____	_____	_____	_____
4. _____	_____	_____	_____
5. _____	_____	_____	_____
6. _____	_____	_____	_____
7. _____	_____	_____	_____
8. _____	_____	_____	_____
9. _____	_____	_____	_____
10. _____	_____	_____	_____

MY PERSONAL ACTION PLAN

<u>Actions and Issues</u>	<u>Priority</u>	<u>Status</u>	<u>Review Date</u>
1. _____	_____	_____	_____
2. _____	_____	_____	_____
3. _____	_____	_____	_____

“THE #1 KEY IDEA”

The “SINGLE BEST IDEA” I learned this week that will make me even more effective:
