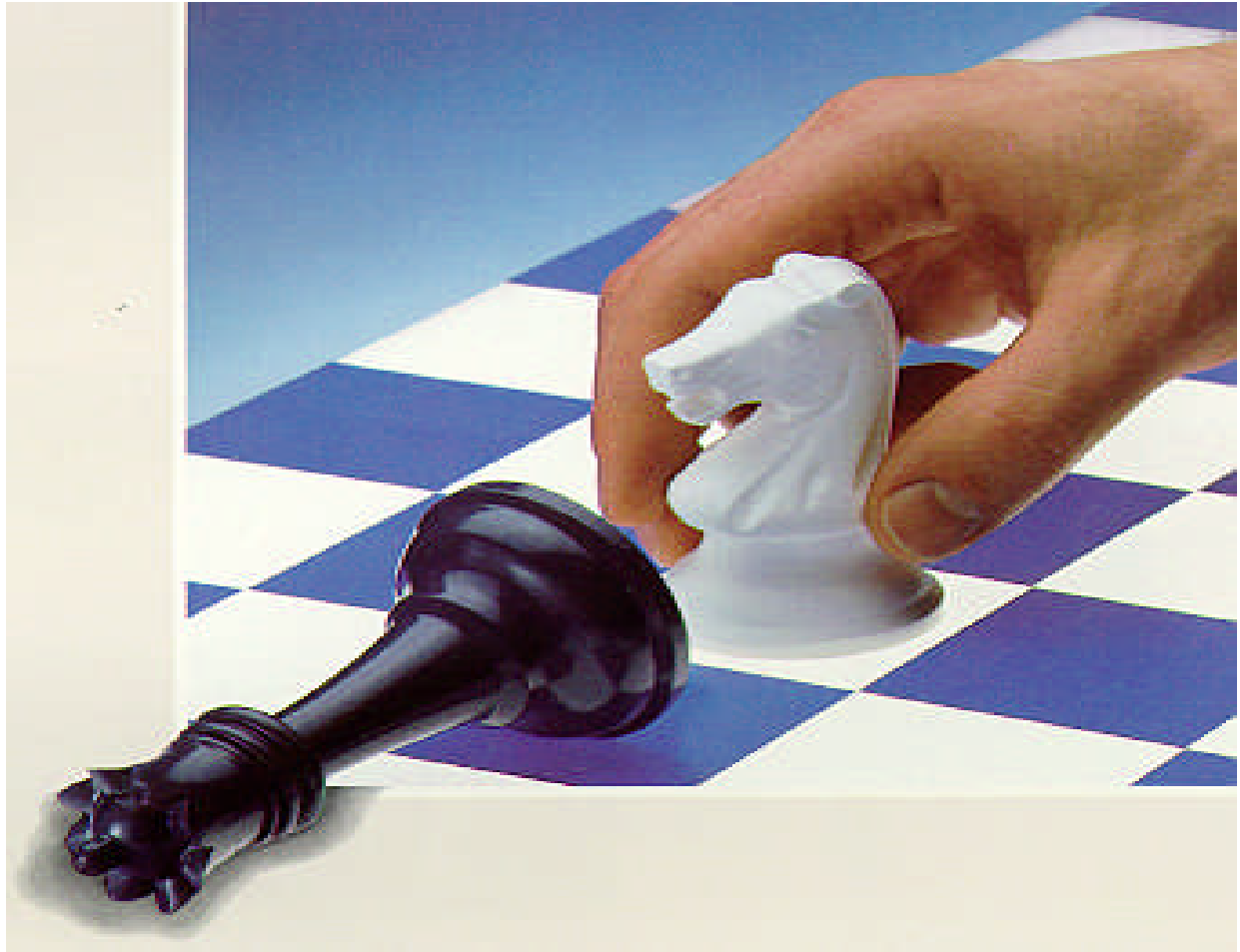


A “Execution-Focused” Strategic Thinking Program

THE POWER OF STRATEGIC EXECUTION



“A Strategic Thinking, Planning and Execution System... Not Just for the Senior Management Team but for Every Key Employee in Your Entire Organization.”

DESIGNED SPECIFICALLY FOR:

**Army Management Staff College
Ft. Belvoir, VA
2 December 2008**

Dr. Pete Johnson
MARKETING STRATEGIST

Army Management Staff College
Ft. Belvoir, VA
2 December 2008



Dr. Pete Johnson
MARKETING STRATEGIST

MAIN POINTS OF EMPHASIS

- #1. *In times of economic uncertainty... simple, flexible plans are critically more important because they provide us with a baseline for strategy adjustments and modifications.***
- #2. *A Rapid Execution and Follow-Through System is essential in demonstrating just how fast we can accomplish a significant measurable level of results.***
- #3. *The execution of any strategy is only as good as the combined talents, skills and synergy of the organization's management and supervisory teams.***
- #4. *The deeper the involvement and ownership within the organization, the more effective the sustainably results of any Strategy or Plan.***

BIOGRAPHY IN BRIEF

Dr. Pete Johnson is an internationally acclaimed strategy expert. His unique combination of hands-on experience, natural instincts and practical methodology helps show audiences how to turn their critical issues and challenges into opportunities for growth and expanded accomplishment. His program's track-record of results for his clients and attendees is a matter of record.

Today's business professionals are already over worked and overwhelmed with existing priorities. What they're demanding are direct answers and solutions for solving their specific critical issues faster and permanently. As a strategist, Dr. Pete immediately cuts to the core of their issues and outlines innovative solutions that produce measurable, long lasting results.

Background, Credentials and Track-Record Of Results:

- In his twenty-nine years as a professional speaker and consultant he has addressed more than two thousand audiences worldwide and consistently earns the audience's highest ratings.
- As a strategic planning and marketing consultant several of his client relationships have extended well beyond a ten-year time period.
- In the past 15 years alone he has organized, coordinated and facilitated more than 200 Strategic Planning Meetings.
- Corporate career experience and credentials include positions with IBM, General Electric, Litton Industries, Data General and McDonnell-Douglas
- Educational background includes degrees in Electrical Engineering, Marketing, Business Management (MBA) and a PhD in Human Resource Development
- He is an expert at "mission-critical" priorities and strategies.

Dr. Pete Johnson is.... StrategicPlanning.com

“PROGRAM OVERVIEW”



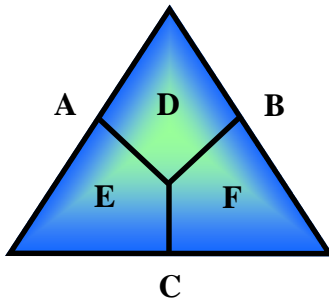
“C = O”



THE PRIME DIRECTIVE

“The Team Most Organized, Most Focused and Most Prepared... Succeeds... Regardless!”

STPE



STRATEGIC THINKING, PLANNING AND EXECUTION

- A. _____ D. _____
 B. _____ E. _____
 C. _____ F. _____

PROGRAM OBJECTIVES AND TAKE-AWAYS

#1. _____
 #2. _____
 #3. _____

COMPARATIVE ANALYSIS (SDD)

<u>Company</u>	<u>Key To Success</u>
1a. _____	b. _____
2a. _____	b. _____
3a. _____	b. _____
4a. _____	b. _____
5a. _____	b. _____

“STRATEGY 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 cost.”

STRATEGIC GROUND-RULES

A large rectangular area with a light blue grid background, intended for writing strategic ground rules. It contains ten horizontal lines for text entry.

“WHY STRATEGY AND PLANNING?”

- #1. To Address / Resolve a Current Critical Situation, Challenge or Set of Problems Facing the Organization.**
- #2. To Demonstrate the Ability to Deliver on a Specific Set of Performance Metrics or Goals.**
- #3. To Comply with, or Respond to, a Specific Mandate or Requirement.**
- #4. Improve and Strengthen the Team Synergy and Cohesiveness Within the Management Team / Organization.**
- #5. Other: _____**

"THE CONCEPT OF STRATEGY"

The Team Most Organized, Most Focused and Most Prepared...
SUCCEEDS... Regardless!



#1: _____

#2: _____

#3: _____

#4: _____

#5: _____

#6: _____

“CURRENT CRITICAL ISSUES WORKSHEET”



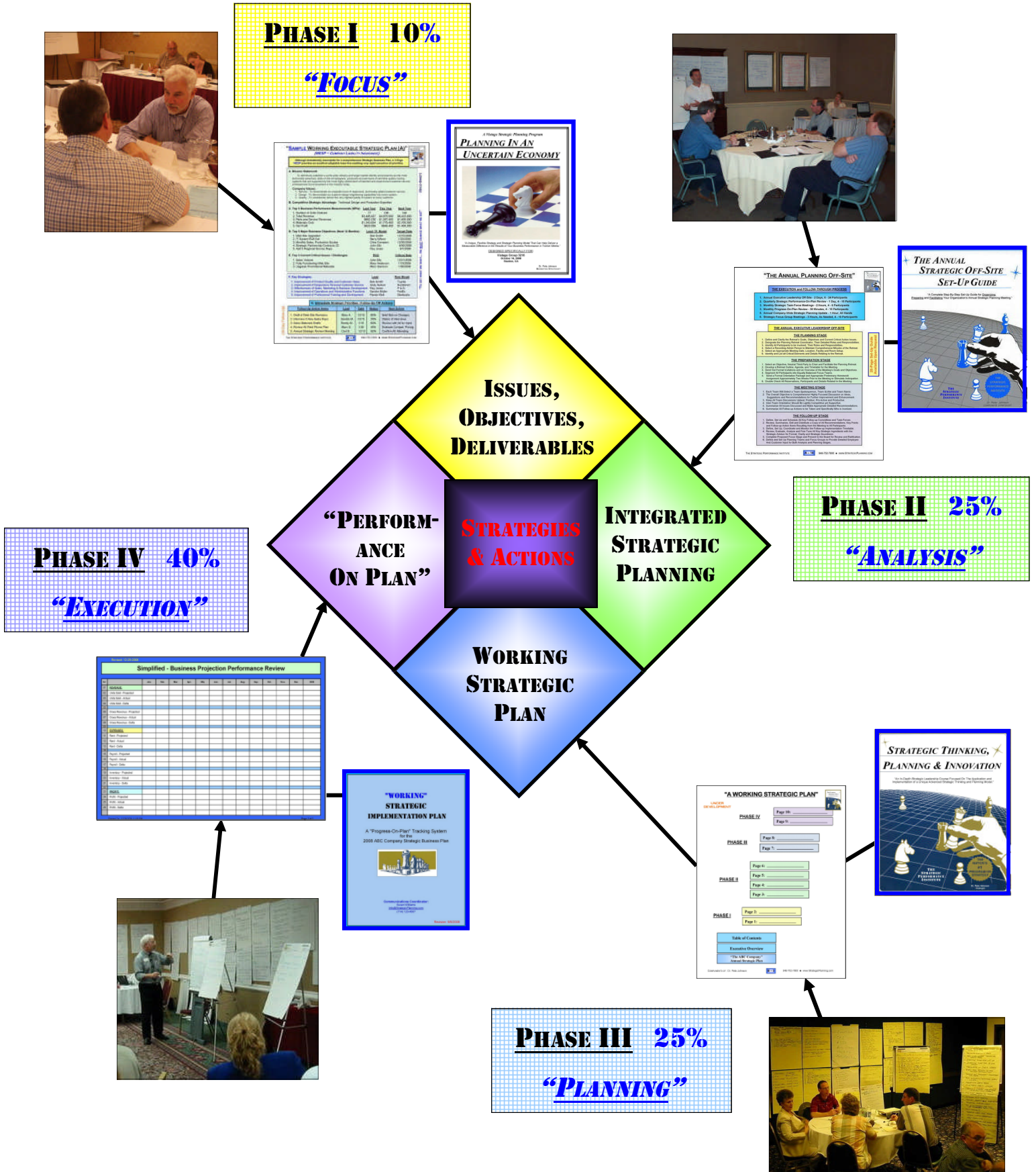
ASSIGNMENT GUIDELINES

Identify All Pain-Points! List every current critical issue, problem and challenge which you feel might impede the accomplishment of your overall goals and objectives. If possible, please list your issues using 3 - 4 word bullet points.

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

(PINK-SHEET)

“EXECUTABLE STRATEGIC PLANNING OVERVIEW”



"STRATEGIC THINKING 360 ASSESSMENT"



NAME: _____ DATE: _____

POSITION: _____ CAREER GOAL: _____

- STEP #1:** Circle the Number of Your Top 10 Most Critical Skills Needed to Achieve Career Goal.
- STEP #2:** Rate Your Current Performance Level of the Top 10 (10 highest - 1 lowest) in "Rating A".
- STEP #3:** Total Your Score at Bottom (Grand Total).
- STEP #4:** Select Top 3 by Priority for Strategic Improvement.
- STEP #5:** Define Immediate Strategic Actions for Immediate Improvement.
- STEP #6:** Repeat and Compare for a 360 Degree Assessment.

SKILL	RATING		SKILL	RATING	
	A	B		A	B
1. Defining Goals and Objectives			17. Awareness of Detail		
2. Innovative Thinking			18. Empathy and Understanding		
3. Decisiveness			19. Cooperative Personality		
4. Developing Long Range Strategies			20. Ability to Accept Criticism		
5. Developing Short Term Strategies			21. Articulate Oral Comm.		
6. Analytical Ability			22. Articulate Written Comm.		
7. Defining Problems and Issues			23. The Art of Questioning		
8. Setting and Following Priorities			24. Patience and Tolerance		
9. Ability to Concentrate			25. Responsive Feedback		
10. Organizational Mindset			26. Conflict and Negotiation Skills		
11. Self-Motivated			27. Persuasive Group Comm.		
12. Delegation-Responsibility/Authority			28. Telephone Effectiveness		
13. Initiative/Risk-Taking			29. Disassociation With Work		
14. Time Management			30. Balance of Life		
15. Handling Stress and Pressure			31. Continuous Personal Development.		
16. Professional Image and Attitude			32. Other: _____		

GRAND TOTAL: _____

TOP-3 PRIORITIES	IMMEDIATE STRATEGIC ACTIONS
#1: _____	_____
#2: _____	_____
#3: _____	_____

"MY 24-7 RAPID EXECUTION SYSTEM"

The Team Most Organized, Most Focused and Most Prepared EXCEEDS!



MY TOP-3 "90~DAY" KEY STRATEGIC OBJECTIVES

90~Day

1. _____
2. _____
3. _____

MY TOP-5 NEXT "7~DAY" WORK PRIORITIES

7~Day

	<u>Actions / Issues</u>	<u>Priority</u>	<u>Status</u>
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____
5.	_____	_____	_____

MY TOP-3 NEXT "24~HOUR" PERSONAL PRIORITIES

24~Hour

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

MY TOP-3 MOST IMPORTANT CONTACT FOLLOW-UPS

1. _____ Email/#: _____
2. _____ Email/#: _____
3. _____ Email/#: _____

MY LIST OF ACCOMPLISHMENTS PAST "7~DAYS"

7~Day

1. _____	4. _____
2. _____	5. _____
3. _____	6. _____

(BLUE-SHEET)