

Getting from Vision to Execution

Your Growth Formula

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Chief Strategist



{MIGHTYunderdogs}

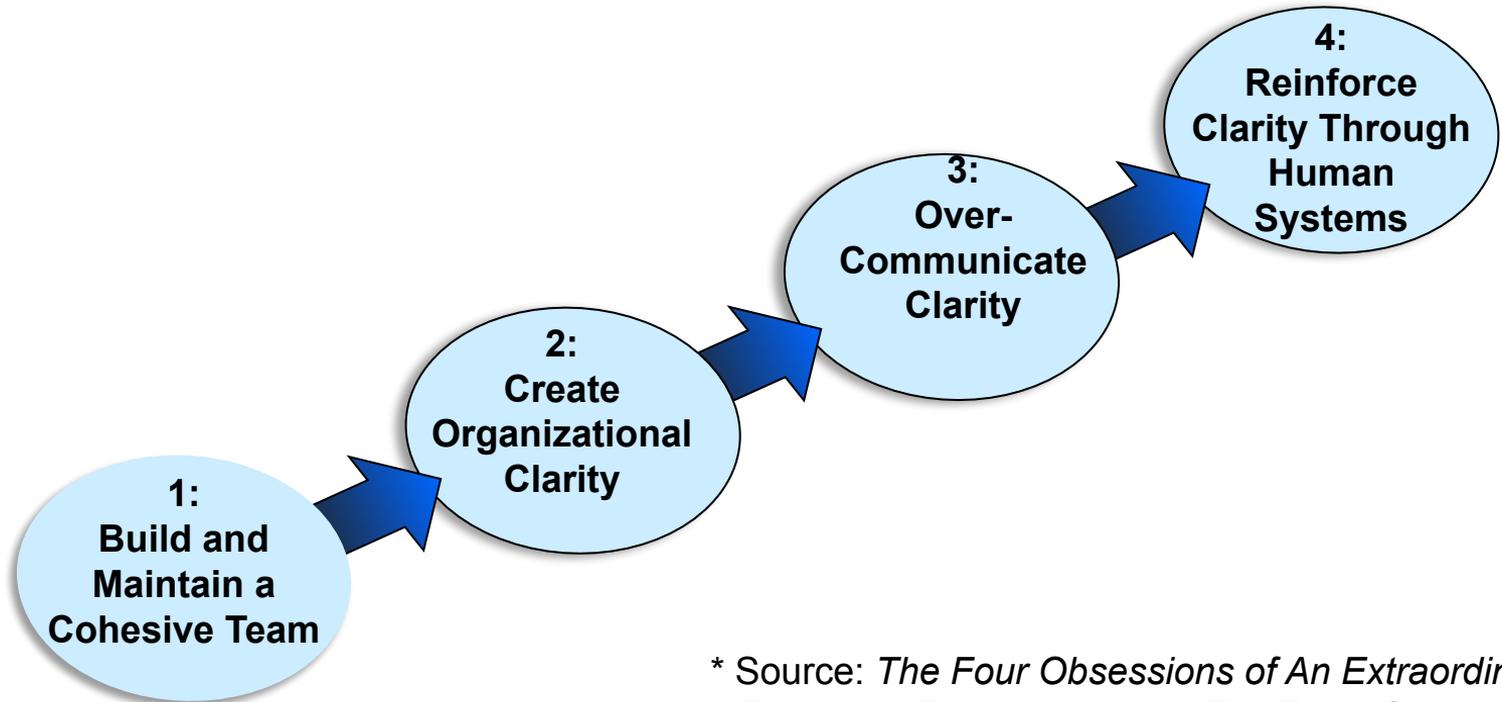
**Building a successful
business doesn't have
to be so complicated.**

MAKE MY LIFE EASIER

Today's Key Points

- The 3 Barriers Success
 - Leadership
 - Systems and structures
 - Market dynamics
- “HOW-TO” Overcome the Barriers
 - The Growth Formula (Roadmap to Success)

Role of Leadership: the Four Obsessions



* Source: *The Four Obsessions of An Extraordinary Executive*, Patrick Lencioni, The Table Group, Inc.

High-performing Companies

“I thought I knew everything, I took all the classes, had mentors and coaches. But it still wasn’t working...it dawned on me, what I was thinking and what was really going on was different. I needed to change my thinking on how I was DOING my business that really made the difference.”

Evan Weber, Founder, Nakee Butter

Getting from Vision to Execution

So how does a company first create a vision and then more importantly, translate it into execution and results?



The Growth Formula™

Step 1: It all starts with a vision (core ideology)

stuck

Step 2: then a specific plan and process to execute that vision (Roadmap)

Stuck

Step 3: The best way to execute a strategic plan is 45/90 days at a time

Foundation

What is a business foundation?

- Why you do what you do
- The principles that support all its other parts
- What you stand for as an organization
- Where you're going – today and in the future.
- Helps you determine how you're going to get to where you want to be.

*We would hold onto even
in the toughest economic times*

GROWTH FORMULA™

Company: _____

**SHOULD/SHOULDN'T
CORE VALUES**

-
-
-
-
-

PURPOSE/Why

RESOURCE:
Jim Collins
Verne Harnish
Jim Alampi

LONG-TERM STRATEGIC THINKING

BHAG (*Big Hairy Audacious Goal*)

Envisioned Future

HEDGEHOG/What

Passionate About

Can Be Best in the World

Economic Engine (Profit per X)

SANDBOX/Where

Geographic Area We Serve

Target Customer Segments

Products and Services We Provide

VALUE PROPOSITION

BRAND PROMISE

ELEVATOR PITCH

SWOT REVIEW

Competencies (Internal)

-
-
-
-

Barriers to Growth (Internal)

-
-
-
-

Opportunities to Exceed Plan

-
-
-
-

Threats to Making Plan

-
-
-
-

The Value of Values

- Guidelines to behavior
- “Moments of truth” decision-making framework
- Customer Selection
- Hiring
- Performance appraisal - expectations

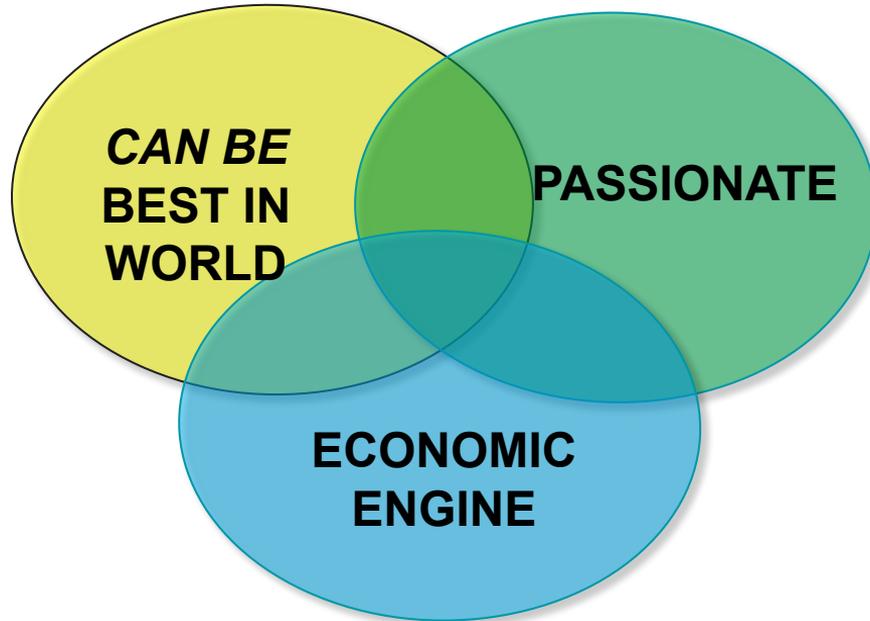
BHAG - Big Hairy Audacious Goal

- Bigger than yourself
- Typically a revenue goal
- Doesn't have to be realistic
- Envisioned Future - describe what that goal looks like, how it feels, what it brings to society

Jim Collins' Hedgehog



Hedge Hog Concept



Hedgehog is a great filter to test new opportunities against to assure a company remains focused on key areas

Sandbox

- Geographic (Location)
- Segments (Groups of people)
- Products/Services (3-5 related)

SWOT (last column)

- **Strengths To leverage you**
 - Passion
 - Know-How
- **Barriers That will Get in your Way**
 - Behaviors
 - Lack of Resources
 - Mindset

- ***Opportunities***
 - Open Door
 - Availability of \$
- ***Threats***
 - Door Closes
 - Availability of \$

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Threats to Making Plan

-
-
-
-

BREATH - QUESTIONS

EXECUTION

TARGETS AND RESULTS

3 Year Date _____

Metrics

1 Year Date _____

Metrics

Key Focus Areas (Top 3-5)

1

Select Current Progress

2

Select Current Progress

3

Select Current Progress

4

Select Current Progress

5

Select Current Progress

Key Initiatives (Top 3-5)

1

Select Current Progress

2

Select Current Progress

3

Select Current Progress

4

Select Current Progress

5

Select Current Progress

Company: _____

Scoring Key Completed Worked On But Not Finished No Substantial Progress Deleted

1st Quarterly Rocks | (Top 3-5)

Metrics

Select Current Progress

2nd Quarterly Rocks | (Top 3-5)

Metrics

Select Current Progress

3rd Quarterly Rocks | (Top 3-5)

Metrics

Select Current Progress

4th Quarterly Rocks | (Top 3-5)

Metrics

Select Current Progress

Execution

- Start in the middle - 1 year!
- METRICS, METRICS, METRICS
 - What numbers do you have to have to make your BHAG?
 - Revenue
 - People
 - Customers

Execution

KEY Initiatives

1. Sales= Customer Acquisition, Leads/Close
2. Marketing = Customer Retention, up-sell, expansion
3. People = Acquisition, talent, training
4. Processes = Workflow
5. Technology = Software audit, platform

Execution

Quarterly Rocks (45-90 day)

METRICS, METRICS, METRICS

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Summary

- The Catalyst for Success
 - Leadership
 - Systems and structures
 - Market dynamics
- Your **Growth Formula™** – getting from vision to execution on one page!

Templates/Resources

- <https://slidemodel.com/strategic-planning-overview/>
- <https://scalingup.com/growth-tools/>
- <https://www.eosworldwide.com/eos-tools>
- <https://www.mightyunderdogs.club>
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