

{MIGHTYunderdogs}

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

MAKE MY LIFE EASIER

Getting from Vision to Execution

Your Growth Formula

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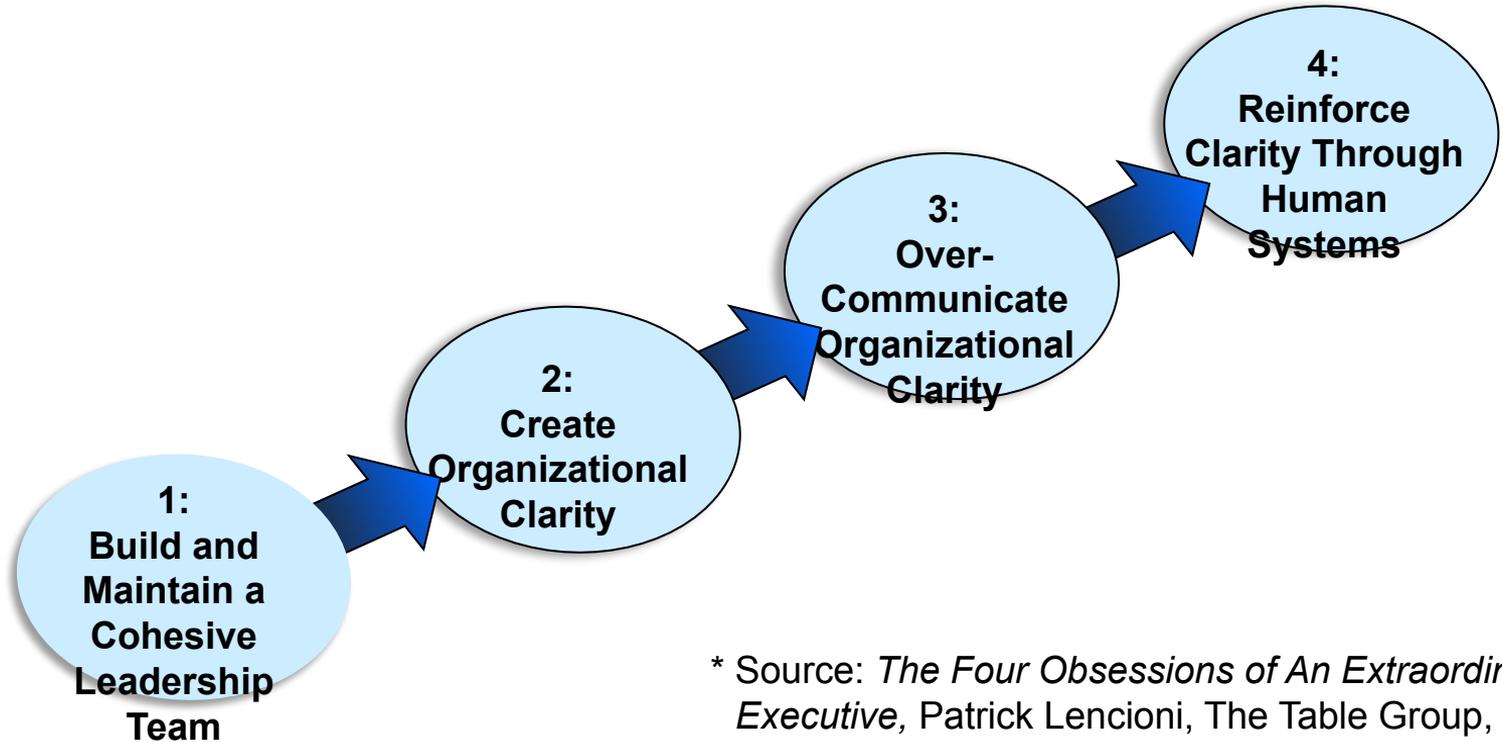
Previous Session Review

- The 3 Barriers (Catalyst) to Profitable Growth
 - Leadership
 - Systems and structures
 - Market dynamics

Our Agenda Today

- The Execution Roadmap (Growth Formula)
 - getting your strategic plan onto one page so you can execute it

Role of Leadership: the Four Obsessions



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

High-performing Companies

Companies rarely fail for lack of vision. They fail because they cannot translate their vision into execution.

Vision without execution is hallucination.

High-performing Companies

*“Great performance is about 1%
vision and 99% alignment”*

Jim Collins
Built to Last

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™

**It all starts with a vision (core ideology) and
then a specific plan and process
to execute that vision**

**The best way to execute a strategic plan is 90
days at a time**

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

-
-
-
-

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

Core Values

- 3 to 5 at most
- One word plus a single sentence definition
- Small set of essential and enduring tenets
- They already exist
- They don't change in response to market conditions
- Should be evident to all

*We would hold onto our Core Values even
in the toughest economic times*

The Value of Values

- Guidelines to behavior
- “Moments of truth” decision-making framework
- Hiring
- Annual performance appraisal

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

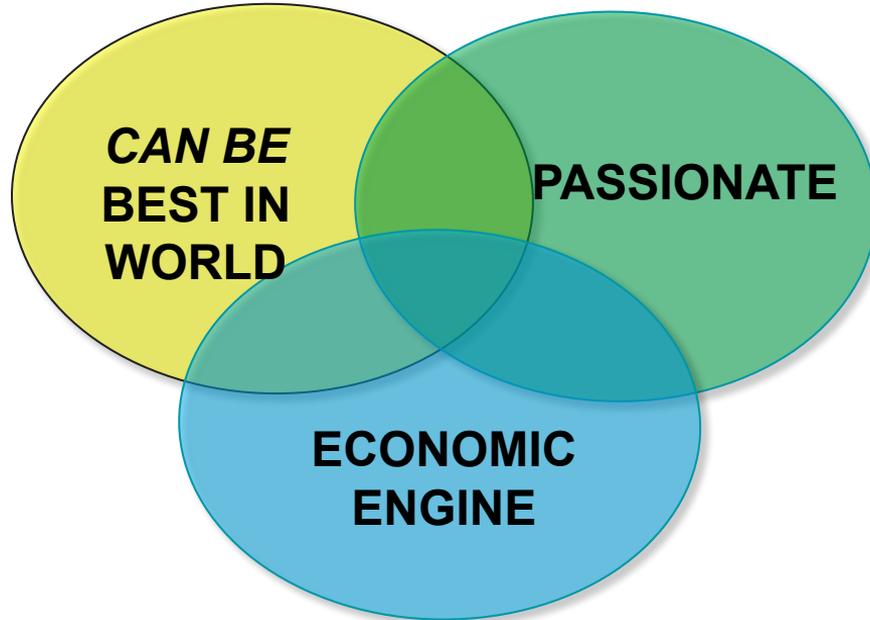
Jim Collins' Hedgehog



Hedgehog Concept

- What kind of work, customers, business are we really passionate about?
- What *can we* be best in the world at (and what is our “world”)?
- What drives our economic engine (profit / X)?

Hedge Hog Concept



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

Summary

- The 3 Catalyst to Profitable Growth
 - Leadership
 - Systems and structures
 - Market dynamics
- Your **Growth Formula™** – getting from vision to execution on one page!
- *Successful Habits for Leadership Teams*

*Rarely do good companies need
to replace the engine; tune-up the
components to get optimum
performance*

Templates/Resources

- <https://slidemodel.com/strategic-planning-overview/>
- <https://scalingup.com/growth-tools/>
- <https://www.eosworldwide.com/eos-tools>
- <https://www.mightyunderdogs.club/courses/free-resources/contents/624ee4033154b>
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