

STRATEGIC PLANNING INTENSIVE

FROM VISION TO ACTION – a two-day strategic planning workshop

Unlock clarity, focus, and direction in your business with this two-day *Strategic Planning Intensive*. Designed for ambitious small business owners, this workshop helps you step back from day-to-day pressures and build a clear, practical plan to move your business forward with confidence.

What You'll Gain:

- **Strategic Clarity:** Understand exactly where your business stands today.
- **Clear Direction:** Define where you want to take the business over the next 1-5 years.
- **Better Decisions:** Apply a structured framework to decision-making.
- **Focused Priorities:** Identify what really matters – and what doesn't.
- **Actionable Plan:** Turn strategy into clear actions with timelines.
- **Alignment:** Ensure effort, time, and resources are pointed in the same direction.
- **Confidence:** Build self-belief in your ability to lead the business forward.

Join Us

Step out of reactive mode and into clear, confident leadership.

This intensive will help you slow down, think clearly, and make better decisions – so you can run your business with purpose, focus, and control.

If you're serious about improving performance, profitability, and direction, this workshop gives you the clarity to do it.

REGISTER for the *Strategic Planning Intensive*, by emailing Oscar Pellizzon (oscar@businesssuccesscentre.com.au) and take **the first step towards better business decisions**.

FOR MORE INFORMATION CONTACT:

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DAY 1 – CLARITY BEFORE ACTION

Understanding where you are, creates a foundation from which to take action.

Action without clarity creates frustration. Day 1 is about grounding ambition in reality – so decisions are informed, focused, and deliberate.

Step 1:

Understanding Where the Business Stands

- Establish a clear, factual view of current performance
- Review financial health, capacity, and key drivers
- Identify constraints affecting growth and profitability

Step 2:

How You Got Here

- Understand the decisions and patterns that shaped the business
- Identify what has driven results – and what hasn't
- Separate effort from effectiveness

Step 3:

What's Working & What's Not

- Identify strengths to build on
- Surface inefficiencies, distractions, and bottlenecks
- Focus attention on what truly matters

Step 4:

Market & Competitive Reality

- Understand your position in the market
- Clarify where you truly compete and win
- Assess pricing, positioning, and differentiation

Step 5:

Business Capacity & Structure

- Review people, systems, and operational capacity
- Identify what the business can realistically support
- Understand what must change to support growth

END OF DAY 1 – OUTCOME

Clarity, focus, and a shared understanding of the business – the foundation required to turn ambition into achievable success.

DAY 2 – FROM AMBITION TO ACTION

Turning clarity into confident execution

Day 2 is about making deliberate choices and building a practical path forward.

Step 6:

Defining the Ambition

- Clarify what success looks like in 1-5 years
- Define meaningful, motivating outcomes
- Create a compelling direction for the business

Step 7:

Strategic Priorities

- Identify the few priorities that will drive the greatest impact
- Decide what to focus on – and what to stop doing
- Align time, effort, and resources

Step 8:

Strategic Choices & Trade-Offs

- Make clear decisions about where to compete and how to win
- Understand the trade-offs required for success
- Ensure strategy aligns with capacity and goals

Step 9:

Translating Strategy into Action

- Convert priorities into clear objectives
- Break objectives into practical, achievable actions
- Assign ownership and accountability

Step 10:

Building the Action Plan

- Set timelines and milestones
- Identify immediate next steps
- Create momentum and accountability

THE RESULT:

By the end of the two days, you will have:

- A clear and confident direction
- A practical, written strategic plan
- Defined priorities and actions
- Greater confidence in decision-making
- A clear connection between ambition and success

MAKE BETTER DECISIONS &
GROW WITH CONFIDENCE