

## Action-Oriented Strategy

### Description

You want to grow your business in markets that really bring in profits, and you're working hard with a team of smart people.

Things are going pretty well, but if you're honest about it - there's a lot more luck involved in your success than you'd like to admit.

**How can we be lucky more often? What does that have to do with strategy?**

What the heck does "being strategic" even mean?



Even if we can think strategically - where's the ACTION? Research shows that **more than 90% of the dollars spent on "strategy" are wasted** - why? Because *almost all of them have little or no tie to action!*

When this program is complete, you'll have an action plan focused on what's wildly important, and you'll have clear measurements and accountability - so you will see the value, and your team will work together.

### Highlights

- Plan the best areas to grow your profits
- Set and maintain clear priorities for projects and clients
- Learn when to say no
- Develop an actionable, measurable plan to raise your game
- Get all the team members working together on the plan

### Format

- Full Day Workshop
- Multi-day Workshop
- Team Coaching

### Who Should Attend

- Executive Leadership Teams
- Partnership Teams
- Departmental Leadership Teams
- Sales Teams
- Corporate Teams (A Manager & his/her Team)
- Managers of Managers

*"Tom's enthusiasm about leadership is infectious and inspiring. He embodies what he talks about and is a good source of practical advice, suggestions and tips."*

- Tina P.