

ENTREPRENEURIAL LEADERSHIP AND STRATEGIC THINKING TEXT OUTLINE

BUILDING A SUCCESSFUL BUSINESS

- Your Roles
- How to Get the Most from this Process
- What is Strategic Thinking and Planning?
- Building a Sustainable Business
- Benefits of Planning
- Your Dreams, Your Vision
- Creating a Vision Statement

A PASSION FOR SUCCEEDING

- Values
- Ensuring Your Success
- The Success Formula
- Developing Success Attitudes
- Affirmations
- Becoming an Entrepreneurial Leader

DEVELOPING A COMPETITIVE EDGE

- The External Assessment
- Market Segments
- Competitive Analysis
- Trend Analysis
- Internal Appraisal
- Structure
- Resources
- Developing a Base Strategy
- Selecting a Base Strategy
- Strengths, Limitations, Opportunities, and Threats
- Strengths (Internal)
- Limitations (Internal)
- Opportunities (External)
- Threats (External)

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BUSINESS PLANNING AND EXECUTION

- Business Planning
- Mission Statement
- Doing the Right Things Right
- Critical Goal Categories (CGCs)
- Shortening Your Personal Learning Curve
- Personal Goals

GENERATING CUSTOMERS AND PROFITABILITY

- The Market Plan
- Market Communications
- The Sales Plan: Why Do People Buy?
- The Sales Process
- Determining Customers Needs
- What is a Customer-Driven Organization?
- Speed and Flexibility
- Exceed Customer Expectations
- Your Organization
- Financial Budgeting
- Financial Planning
- The Review Process
- Summary

ENTREPRENEURIAL LEADERSHIP AND STRATEGIC THINKING WORKBOOK OUTLINE

STRATEGIC AND BUSINESS PLANNING PROCESS

BASIC FOUNDATION AND BUSINESS PHILOSOPHY

VISION AND VALUES

Vision

Values

EXTERNAL ASSESSMENT

Market Segments and Opportunities

Product/Service Competitive Analysis

Organizational Competitive Analysis

Trend Analysis

INTERNAL APPRAISAL

Structure and Function

Resources

Strengths, Limitations, Opportunities, and Threats

S.L.O.T. Analysis

MISSION STATEMENT

CRITICAL GOAL CATEGORIES

THE MARKET PLAN

THE SALES PLAN

FOLLOW-UP TOOLS

Key Assumptions

Budget or Profit and Loss Forecast

Measurement/Creating a Dashboard

P and L Worksheet/Income Statement

Dashboard Development Worksheet

Strategic Plan Recap