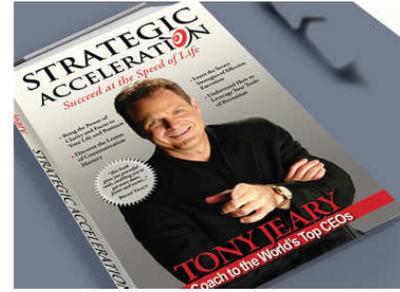


# STRATEGIC ACCELERATION

*Succeed at the Speed of Life*



## Exercise 13: Develop Your Strategic Plan

In an ideal Strategic Plan, there are 3 tiers of focus that support execution of the vision, and they collectively produce the power to propel you across the gap to success. This exercise will help you define and document the following:

### *Strategies*

At Tier 1 are the strategies you must develop to execute your vision successfully. Strategies represent what you must *become* along the way as you cross the gap to your vision. Strategies are about creating conditions that produce unique, competitive advantages that come together to successfully execute your vision. Strategies should relate to *value creation* and *value enhancement* because that is what creates long-term sustainability of your competitive advantage and your success. For that reason, creating relevant strategies is the most significant critical success factor in being able to identify your high-leverage activities.

### *Objectives*

On Tier 2 are objectives that lead to successfully executing your strategies. These goals are more tactical in nature. The most important thing to remember about creating Tier 2 objectives is that they must be based on the strategies you created in Tier 1. Objectives are specific components of what your strategy must achieve, and they represent the goals that are most critical to your achieving those strategies. When you begin to establish your objectives, you are beginning to transition into focusing on the action(s) you need to take in the present. In contrast, the strategies created in Tier 1 have more of a *long-term perspective* and represent the extent of how far you can see. The objectives you create to achieve those strategies represent the more *immediate tasks* you must perform so you can actually go as far as you can see.

### *Actions*

Finally, at Tier 3, you see the actions or specific steps that must be accomplished for you to successfully reach your objectives. Action steps are mini-objectives and they are made up of the *specific things you must do on a daily and weekly basis*. Action steps are the most immediate issues you must deal with and they are always found in the near present. Consider if the action step will have a direct impact on helping you successfully complete the objective to which the action step is related.

Following is a blank template you can use to start developing your own Strategic Plan. Remember that a vision can have more than one strategy, and a strategy can have more than one objective. This template keeps it simple, but you can expand it easily to suit your vision's specific requirements. After this template is an example to help you as you populate your own plan.



## Strategic Plan

**Vision:**

**Tier 1 – Strategy**

**Tier 2 – Objective**

**Tier 3 - Actions**

## Strategic Plan: Example

**Vision:** *Improve my overall financial situation by increasing salary*

**Tier 1 – Strategy**

*Advance career; get a raise*

**Tier 2 – Objective**

*Get promoted to the next level of management*

**Tier 3 - Actions**

*Meet with supervisor to discuss my strengths and weaknesses (determine current landscape)*

*Determine what I need to do to move up on the corporate ladder (training, finding replacement, etc.)*

*Set milestones with manager about proving I am ready for the next level of responsibility*

*Pursue milestones as set forth by manager*

*Meet with manager to review training and other milestones and discuss actual promotion*

## Creating Your Execution Blueprint

*Executing your vision means combining all of your clarity and focus to strategically communicate and exceed expectations*

### Creating Your Execution Blueprint

You're now ready for the last step of the Strategic Acceleration process: *Execution*, which is the act of combining all of your clarity and focus to strategically communicate, exceed expectations, and ultimately, realize your vision. The following six exercises will help you develop skills that will enable you to fully execute your vision:

- **Exercise 14: Determine What to Say and How to Say It:** Learn the 3-D Outline™ technique to help you deliver each and every presentation with skill.
- **Exercise 15: Give Value and Do More Than is Expected:** Determine how you can exceed the expectations of others, and provide value to them that was not expected.
- **Exercise 16: Document What Is And Is Not Working Well:** Identify the things that you do that produce the greatest impact, as well as those things that may actually be reducing your overall effectiveness.
- **Exercise 17: Describe Your Hope And Great Goal For The Future:** Create a vision statement that articulates the future as fact, and will give others clarity about your vision.
- **Exercise 18: Examine the Behaviors You Most Value:** Document what is most important to you so that others understand your priorities.
- **Exercise 19: Understand What You Are And What You Want To Be:** Create the statements that form your Images of Influence that transmit strategic presence.

After you've created your Execution Blueprint, you're ready to merge it with your Clarity and Focus Blueprints. Review them frequently to ensure you're still clear, focused, and executing with impact. Your vision may change, its purpose and value may change, your high-leverage activities may change, and most importantly, YOU may change. In fact, I hope that learning the Strategic Acceleration process will be a catalyst for tremendous changes in how you view yourself, move through the world, and pursue your vision. These Blueprints form the map to make sure you're on track, growing, and reaping real results.

I welcome your feedback and progress reports; please drop me a line at [tonyj@tonyjeary.com](mailto:tonyj@tonyjeary.com) and let me know how this book has helped you succeed at the speed of life. Much success!