

# The Strategic Leader

Sustainable growth is no accident. The business environment is dynamic and generally hostile. Changes in the economy, politics, technology and society all affect how you compete for customers and market share — which is why you need to think and plan strategically.

For most entrepreneurs, strategy doesn't come naturally. It's hard to think about the future when you're consumed by what needs to get done today. In addition, when entrepreneurs do look ahead, they typically focus on opportunities, and that's only part of being strategic. Plenty of external threats are lurking ahead, ready to take a bite out of your business. To scale up, you must be aware of all the forces in the macro environment.



This robust learning experience blends strategic thinking and strategic planning. You'll learn how to identify future threats and opportunities clearly and react quickly. You'll explore strategy through a series of internal and external lenses and learn how to think critically about what your organization could do, should do and can do. Finally, you'll develop an action plan to take home and start implementing.

## Key takeaways include:

- Crafting a vision and purpose statement.
- Learning how to think like a futurist.
- Understanding industry forces.
- Completing a value-chain analysis.
- Identifying your core competency.
- Defining your objectives and strategic one-pager.

## Participant feedback

"The strategic-planning retreat confirmed that we are headed in the right direction, which is no small thing. We also were able to walk away with an action plan that will help prioritize things for us in the future."

— Bridget Lorenz Lemberg, founder and CEO of Forensic Fluids in Kalamazoo, Michigan

## What makes this different:

- Unique peer learning format: CEOs will work on an action plan with their team members and then review it with teams from other second-stage companies. This will give you an objective look at your action plan and deepen your understanding of the strategic-planning model, so you can keep repeating it after you leave.
- Bringing members of your team increases the probability of executing your action plan — and perpetuates a culture of strategy throughout your organization.
- Big Rock Valley, our learning campus in southwest Michigan, has 2,000 acres of prairies, woodlands and wetlands. This breathtaking environment gives you a rare chance to unplug and reflect on your business from another perspective.

You know your business better than anyone else. The Strategic Leader retreat gives you a framework for proactively and profitably expanding it over the long haul.