



# STRATEGIC PLANNING FOR SMALL BUSINESS OWNERS



## PROGRAM DETAILS

- Start Date - TBD
- 3 Sessions
- 2-Hours per Session
- Live Virtual Weekly Sessions
- Online Course Materials

## ADDITIONAL SERVICES

- Full Day / Multiday Onsite Training
- Senior Leadership Retreats
- Executive Coaching
- Virtual Training (up to 500 attendees)
- Team Training
- Breakout and Keynote Programs
- SHRM Recertification Provider
- Authorized Everything DiSC

## ABOUT THE INSTRUCTOR

Allyson Lewis worked as a senior executive in the financial services industry for 30+ years including 24 years with Morgan Stanley and 7 years with Merrill Lynch. Her clients include Kellogg's, Morgan Stanley, Northern Trust, and Arkansas State University. Her work has been seen in Investor's Business Daily, The Los Angeles Times, The Chicago Sun Times, Woman's Day, Family Circle, Success Magazine, Real Simple Magazine, and Fast Company. Allyson has published four books in the areas of time management, productivity, finance, and reconnecting people with their priorities and purpose in life. She has delivered 500+ presentations. Her books have sold more than 130,000 copies. Her YouTube channel has had more than 2.1 million minutes watched.

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Do you struggle with procrastination, clutter, chaos, distraction, interruptions, disorganization, and a lack of focus? Do you feel overwhelmed, stuck, frozen, and discouraged? Running a small business can be exhausting. As an entrepreneur you need more than a business plan - you need a strategic roadmap built with step-by-step tools to grow your revenues, profitability, and sales. Don't miss out on the opportunity to learn directly from Allyson Lewis: author, innovator, entrepreneur, small business owner, and passionate about bringing purpose and happiness into the workplace.

## OVERVIEW

- 1. WHAT IS A STRATEGIC PLAN?**  
A strategic plan is built on the vision and values of your company. Why does your company exist? What problem are you solving? Who are your customers? How will you make money?
- 2. HOW TO CREATE YOUR STRATEGIC PLAN**  
You will learn how to build a one-page strategic plan using the Lean Canvas business plan template created by Ash Maury building on the concepts of the Business Model Canvas by Alexander Osterwalder.
- 3. HOW TO EXECUTE YOUR STRATEGIC PLAN**  
Executing your strategic plan requires executing strategic action every day. Time is your most limited currency. You will learn how to reach strategic goals using The 7 Minute Life Daily Progress Report.

### Register Now!

Revenues, profitability, and sales growth are outcomes of your strategic plan. More importantly, you will learn how to align your strategic business plan with your personal priorities, purpose, and mission in life. The 7 Minute Life is going beyond just re-skilling their employees to work efficiently as members of the remote workforce. We are passionate about helping companies thrive. We are driven to inspire innovation, creativity, and curiosity. The 7 Minute Life delivers customized personal development and business development training.

