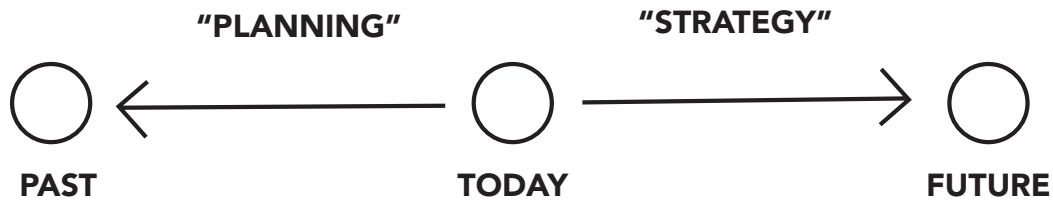


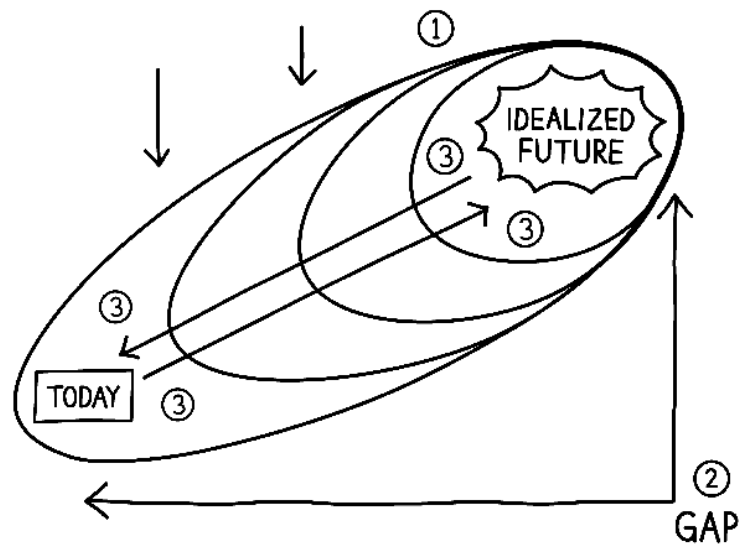
# STRATEGY VS PLANNING

Strategic planning is an oxymoron because in your business, Strategy and Planning have two separate functions. Strategy is future oriented, is a definition of what you think the future is going to look like, and describes where your business will provide value at that time. Planning, on the other hand, is defined by past results and uses that information to shape the decisions you make on a day-to-day basis.



To help you plan for predictable lead generation, use this worksheet to define your Idealized Future and work back to Today.

- 1 Start by defining your Idealized Future.
- 2 Take a look at the Gap between Today and your Idealized Future.
- 3 Work back from the Future in steps, starting with the step closest to the Future: What needs to be in place at that time for you to realize your Idealized Future?



It helps to remember that predictable lead generation is a process, not an event. Each step, each ring in your plan represents a plateau on the S Curve of growth. Start with your vision of the future and work back to today.

