



# Success 2.0

A Business Owner's Strategic Growth program of the  
Delaware Area Chamber of Commerce

## Year One

### Session 1 – Strategic Mindset – Strategic Focus and Priority Management

- Review of the Strategic Mindset process and identifying personal and organizational barriers to adopting a Strategic Mindset.
- Complete a review of business strengths, weaknesses, evaluation of time and priority management, current performance.
- Growing self-awareness by identifying the following:
  - Characteristics of successful role models
  - Defining success and happiness
  - Identifying personal goals and vision
  - Documenting personal values
  - Inventory of strengths and talents
  - Evaluate balance of Personal and Professional goals
  - Identifying Fears, Uncertainty, and Doubts that limit mindsets
- Evaluating Business Relationships – identifying low, medium, and high value relationships
- Personal priority assessment to improve time management and priority focus
- Draft/evaluate company Mission Statement
- Personal and Individual Vision and Goals defined
- Identify 90-day Strategic Planner activities to work on the business instead of in the business.

### Session 2 – Strategic Selling

- Review of the previous 90-days activities and Strategic Planner activities to drive accountability
- Defining Your Sales Model
  - Relating to prospects and customers
  - Evaluating and uncovering customer needs
  - Advancing tailored solutions to meet customer needs
    - Using competitive analysis to differentiate from your competitors
- Driving customers to committing to you
  - Determine your customer's buying cycle
- Incorporating sales strategies into your priority management
- Analysis of top leads and prospects
  - Identifying qualifying criteria
- Determining the metrics to manage your sales funnel
- Evaluating the profitability of client relationships
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### Session 3 – Strategic Marketing

- Review of the previous 90-days activities and Strategic Planner activities to drive accountability
- Evaluation of current marketing plans and activities
- Reviewing ROI on marketing efforts
- Identifying success criteria for your marketing efforts
- Refine your Unique Selling Proposition
- Leveraging relationships to grow your business
- Customer retention strategies – understanding the cost of losing a customer
- Social media strategies for marketing
- Draft of a marketing plan for your business
- Identify 90-day Strategic Planner activities to work on the business instead of in the business.

### Session 4 – Strategic Leadership

- Review of the previous 90-days activities and Strategic Planner activities to drive accountability
- Identify key leadership qualities and behavior focus for having the right impact as a leader
- Self-awareness of personal habits and communication styles using the DISC personality profile
- Identifying your personal leadership brand to help you focus on having the impact you want to have as a leader
- Strategy for mobilizing the business to achieve your vision and goals
- Identifying methods to drive staff engagement and build the culture you want
- Managing your emotions to engage and connect with employees and clients
- Develop a personal leadership development plan
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### Year Two

#### Session 5 – People Management

- Review of the previous 90-days activities and Strategic Planner activities to drive accountability
- Evaluate current methods and strategies for managing your people
- Identifying the importance of expectations in managing your people
  - Incorporating expectations in to how you hire, train, and monitor performance
  - Understanding your employee expectations of you
- Plan for training a new employee or cross-training an employee to fill a new role
- Determining the best qualities of coaches who manage performance
- Find strategies to drive accountability in your business
- Avoiding micro-managing employees and processes
- Develop a plan for implementing people management techniques and strategies.
- Identify 90-day Strategic Planner activities to work on the business instead of in the business

#### Session 6 – Operations Management

- Review of the previous 90-days activities and Strategic Planner activities to drive accountability
- Gap analysis of operational documentation and your current level of system and structure in your business
- Kicking-off the process for creating systems in your business
  - Six-step evaluation of planning to develop and enhance systems and process
  - Practice documenting a key process in one of your functional areas
- Systems for selecting vendors
  - Criteria for evaluating the value of vendor relationships
  - Identifying activities that could benefit from outsourcing
  - Incorporating a 6-step process for evaluating vendors
  - Determine if you are ready to outsource certain activities
- Using Technology to systematize your business
  - Assessment of technology in your business today
  - Identify strategies for leveraging technology you already have more effectively
  - Identify gaps where new technology could help
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### Session 7 – Measuring Success

- Review of the previous 90-days activities and Strategic Planner activities to drive accountability
- Identifying the ways that you measure success today
- Defining the qualities of a good business metric
- Generate a list of key metrics that you already know and ones that you need to get more information to obtain
- Finalizing the list of key metrics to use to track the performance of the business
- Tracking profitability of your business
- Identifying the key financial statements you need to use to track the performance of your business
- Identify 90-day Strategic Planner activities to work on the business instead of in the business

### Session 8 – Business Planning and Implementation

- Review of the previous 90-days activities and Strategic Planner activities to drive accountability
- Assessing your current business plan and its effectiveness
- Identify why annual business planning is beneficial to your business
- Defining objectives and strategies to guide your business plan
- Defining a strategic selling plan
- Defining a strategic marketing plan
- Defining a strategic leadership development plan
- Defining a strategic business operations plan
- Using the Strategic Mindset process to drive your personal satisfaction as well as the success of your business