

**This Keynote Presentation is brought to you by**

STRATEGIC

# THE STUPID THINGS WE ALL DO IN BUSINESS AND HOW TO STOP

PLANNING

PRESENTED BY

Chris Nordyke & Wayne Hudson  
Floodlight Consulting Group



# THIS ISN'T A SESSION ABOUT DOCUMENTS



01



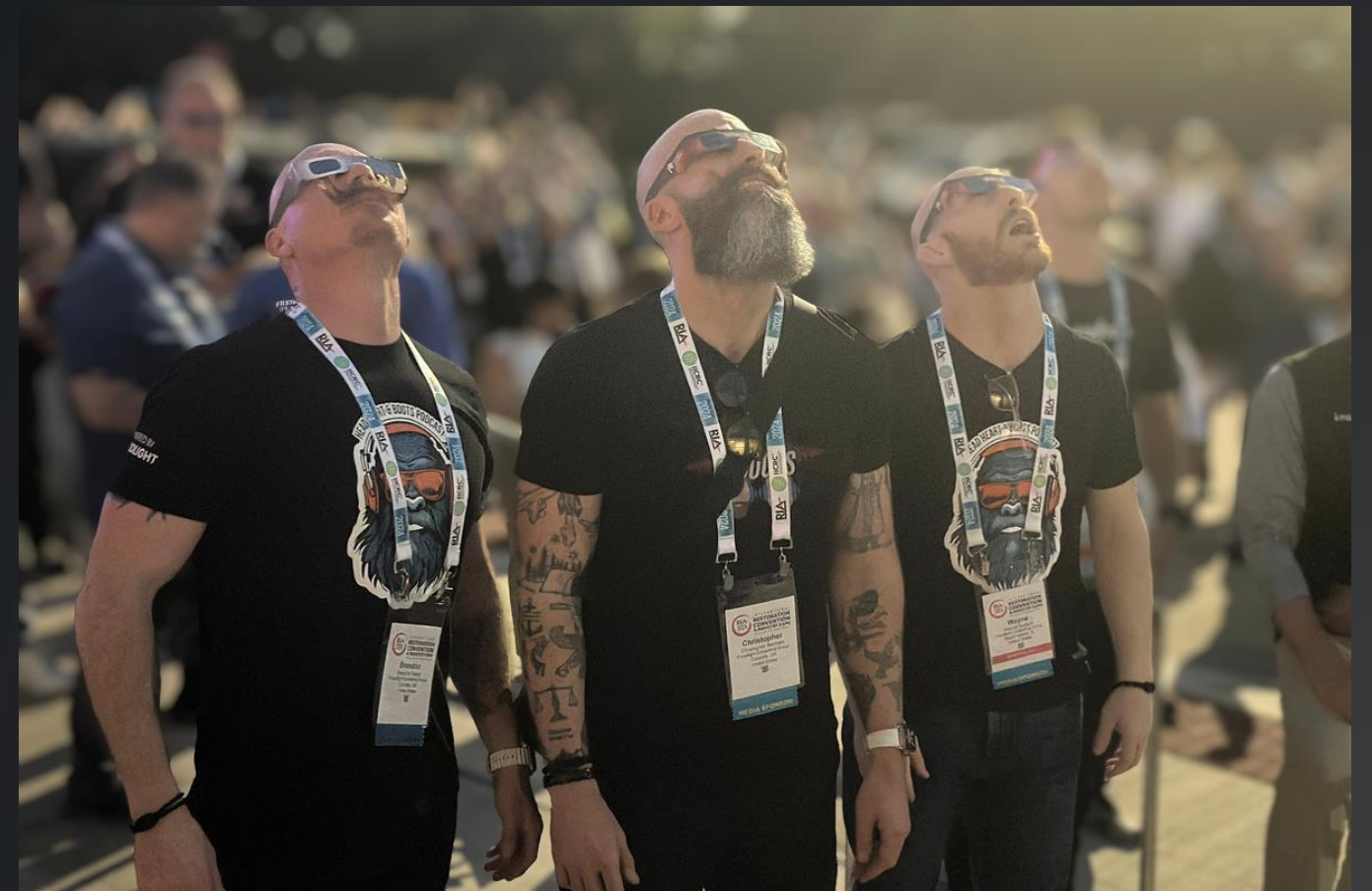
03



02



04



01



03



02



04





THE  
**PROBLEM**





**ACME**  
RESTORATION

THE  
**EXPERIENCE**  
CONVENTION AND TRADE SHOW

FLOODLIGHT

**WHERE HAVE  
YOU BEEN  
COASTING  
ON TALENT?**



# Desperation Brain

01 | Hiring in Panic

02 | "Good" Toxic Employ

03 | Culture Drift



**WHERE DO  
YOU FEEL  
LIKE A  
VICTIM?**

**IF YOU DON'T  
DESIGN IT,  
YOU DEFAULT  
TO IT.**

THE  
**SOLUTION**



# OPSP

Prepare. Execute. Succeed.

FLOODLIGHT

THE  
EXPERIENCE  
CONVENTION AND TRADE SHOW

# Strategy: One-Page Strategic Plan (OPSP)

Organization Name: \_\_\_\_\_



## People (Reputation Drivers)

Employees	Customers	Shareholders
1. _____	1. _____	1. _____
2. _____	2. _____	2. _____
3. _____	3. _____	3. _____

CORE VALUES/BELIEFS (Should/Shouldn't)	PURPOSE (Why)	TARGETS(3-5 YRS.) (Where)	GOALS (1 YR.) (What)																														
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**Strengths/Core Competencies**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

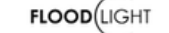
**Weaknesses:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

OPSP

Your Name: \_\_\_\_\_

Date: \_\_\_\_\_



## Process (Productivity Drivers)

Make/Buy	Sell	Recordkeeping
1. _____	1. _____	1. _____
2. _____	2. _____	2. _____
3. _____	3. _____	3. _____

ACTIONS(QTR) (How)	THEME (QTR/ANNUAL)	YOUR ACCOUNTABILITY (Who/When)																																																
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**Trends**

- |          |          |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

OPSP



CORE VALUES/BELIEFS (Should/Shouldn't)	PURPOSE (Why)	TARGETS(3-5 YRS.) (Where)	GOALS (1 YR.) (What)																														
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Strengths/Core Competencies

1. \_\_\_\_\_

Weaknesses:

1. \_\_\_\_\_

## People (Reputation Drivers)

Employees	Customers	Shareholders
1. _____	1. _____	1. _____
2. _____	2. _____	2. _____
3. _____	3. _____	3. _____

KEYS (What)	PURPOSE (Why)	TARGETS(3-5 YRS.) (Where)	GOALS (When)																	
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Profit	
Mkt. Cap/Cash	

Sandbox

**Actions**

*To Live Values, Purposes, BHAG*

1	
2	
3	
4	
5	

**Key Thrusts/Capabilities**  
 3-5 Year Priorities

1	
2	
3	
4	
5	

Profitability Y

Brand Premium (P/B)

## People (Reputation Drivers)

Customers

Shareholders

1. \_\_\_\_\_

1. \_\_\_\_\_

2. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

3. \_\_\_\_\_

### Target

(3-5 Years)

Future Date	
Revenues	
Profit	
Mkt. Cap/Cash	

Sandbox

### GOALS (1 YR.)

(What)

Yr Ending	
Revenues	
Profit	
Mkt. Cap	
Gross Margin	
Cash	
A/R Days	
Inv. Days	
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Key Thrusts/Capabilities  
3-5 Year Priorities









Key Initiatives  
1 Year Priorities

1

1

1

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	<b>Brand Promise KPIs</b>	<b>Critical #: Peopl</b>				

5	5	5
Profit per X	<b>Brand Promises KPI's</b>	<b>Critical #: People or B/S</b>    Between green & red 
BHAG®	<b>Brand Promises</b>	<b>Critical #: Process or P/L</b>    Between green & red 
Strengths:	<b>Weaknesses:</b>	
_____	1. _____	
_____	2. _____	
_____	3. _____	

OPSP

OPSP

# 1-Year Initiatives

Commitments for next year

January	February	March	April	May	June
	1 Launch new product	2	3	4	5
8	8	9	10 Expand sales team	11	12
14	15	16	17	18 Enter new market	19
21	22	23	24	25	26
28	29	30	31		





THE  
EXPERIENCE  
• CONVENTION AND TRADE SHOW •

FLOOD LIGHT

Your Name: \_\_\_\_\_ Date: \_\_\_\_\_

**Process (Productivity Drivers)**

Make/Buy	Sell	Recordkeeping
1. _____	1. _____	1. _____
2. _____	2. _____	2. _____
3. _____	3. _____	3. _____

ACTIONS(QTR) (How)		THEME (QTR/ANNUAL)	YOUR ACCOUNTABILITY (Who/When)	
Qtr #		Deadline:	Your KPIs	
Revenues		Measurable Target/Critical #	1	Goals
Profit		Theme Name	2	
Mkt. Cap			3	
Gross Margin				
Cash				
A/R Days				
Inv. Days				
Rev./Emp.				

Rocks Quarterly Priorities			Who
1			
2			
3			
4			
5			

Scoreboard Design  
Describe and/or sketch your design in this space

Your Quarterly Priorities		Due
1		
2		
3		
4		
5		

Date:

FLOOD(LIGHT)

**Process (Productivity Drivers)**

Sell

Recordkeeping

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

THEME (QTR/ANNUAL)	YOUR ACCOUNTABILITY (Who/When)	
	Your KPIs	Goal
1		
2		
3		

Deadline:

Measurable Target/Critical #

Theme Name

Scoreboard Design

Your Quarterly Priorities

Due

# Closing Thoughts



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# THANK YOU

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CHECK OUT OUR  
PODCAST!



TALK SHOP WITH  
CHRIS