



velocityHUB

Driving Strategic Thinking in 2017



Welcome to the executiveHUB

Intro to Brendan P. Keegan

Strategic Thinking

Strategic Planning

Achieving Goals

Taking Action



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Program Goals

Goal

- | | |
|-------|--|
| _____ | ◎ Learn Key Strategies & Actions to Think More Strategically |
| _____ | ◎ Developing a Strategic Plan for Your Business |
| _____ | ◎ Overcome Challenges and Courageously Pursue Your Goals |



Chief Sales Officer – CSO

- ◉ From Engineer to Delivery to Sales
- ◉ Youngest CSO in the Fortune 100
- ◉ Doubled Sales from \$12B to \$24.5B

Chief Operating Officer & Chief Sales Officer

- ◉ Raised \$183 Million in VC Capital
- ◉ Built & Sold Industry Leading \$80M Global Company in 2 Years

President & Chief Executive Officer – CEO

- ◉ Turned Around, Grew & Sold Failing Silicon Valley VC Backed Firm

President & Chief Strategy Officer – CSO

- ◉ Turned Around & Integrated 50 Companies into Global Enterprise
- ◉ Grew & Sold Private Equity Company

President & Chief Strategy Officer – CSO

- ◉ Turned Around & Grew 7,500 Employee Private Equity Company
- ◉ Executed \$396M Management Buy-Out

President & Chief Executive Officer – CEO

- ◉ Merged Two Unprofitable Global Companies into One 10,000 Employee Profitable Business in 150 Countries

Distinguished Fellow

Dartmouth College

Fast 50 Executives

Fast Company Magazine

Global Executive of the Year

EDS Fortune 100

Sales Leader of the Year

EDS Fortune 100

Entrepreneur of the Year

Enterprise Bank

Volunteer of the Year

Nashua Chamber of Commerce

Top 10 Coach of the Year

USA Football & Nashua PAL

Fastest Company in the Valley

PriceWaterhouse Coopers

Business of the Year

New Hampshire Business Review

Founder & Managing Partner, velocityHUB

- ◉ 4-Time Industry Leading President & CEO
- ◉ Youngest CSO in Fortune 100
- ◉ Led 25,000 People & 5,000 Sales Executives
- ◉ Raised \$1.0B of Capital & Returned \$2.2B to Investors
- ◉ Led Sales & Growth of \$100B & Sold \$3.2B
- ◉ Trained 110,000 Leaders in 150 Countries
- ◉ Published Over 200 Articles Internationally
- ◉ Served on Over 50 Boards & US Business Delegate
- ◉ Education
 - ◉ B.S. Rensselaer – RPI
 - ◉ MBA, George Washington
 - ◉ Certificate, U of Chicago
 - ◉ Fellow, Dartmouth College



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Thinking Strategically

Strategic Thinking is...

The Mental Process
for Creating the
Future for Yourself,
Your Team or Your
Organization



If you don't find the time, who will?



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Thinking Strategically Why Its Important



Growth



Big Picture



Goal Achievement



Thinking Differently



New Opportunities



Clear Decision Making



Thinking Strategically

In Your Business

The **Tactics & Actions** That Drive Weekly & Quarterly Performance.

- Creating Reports
- Meeting with Employees
- Briefing Executives
- Reacting to Corporate Needs
- Servicing Existing Clients
- Creating New Opportunities
- Working Daily to Be a Trusted Partner
- Reacting to Leader Requests

On Your Business

The **Strategies, Plans, Processes & Goals** That Optimize Your Tactics & Actions.

- Developing Strategic Plans
- Developing Account Plans
- Developing New Client Relationships
- Building Partnerships
- Improving Critical Processes
- Investing in Existing Relationships
- Investing in Professional Development
- Investing in Employees
- Developing Professional Brand

Keys to Mastering the Art of Strategic Thinking

- ◎ **Strike a Balance Between the Strategic & Tactical**
- ◎ **Devote 10% of Your Time to Strategic Thinking**
- ◎ **Schedule & Prioritize Strategic Thinking Time**
- ◎ **Win the Daily Challenge**
- ◎ **Manufacture Time**

What Does 10% Look Like?

Strategic Thinking Time Commitment

Time	Annual	Monthly
Total Hours	2,080	173.3
Vacations	120	10
Holidays	80	6.7
Administrative	208	17.3
Available Hours	1,672	139.3
ON Your Business	167.2	13.9
IN Your Business	1504.8	125.4

What is Your Strategic Thinking Time?

Strategic Thinking Time Commitment				
Time	Annual	Monthly	Weekly	Daily
Total Hours				
Vacations				
Holidays				
Administrative				
Available Hours				
ON Your Business				
IN Your Business				

In

**Get the Job
Done**

On

**Strategic
Plan**

**Professional
Brand**

**Community
Relations**

**Marketing
Plan**

**Partnerships &
Networking**

**New & Existing
Relationships**

**Sales
Plan**

**Professional
Development**

**Team
Engagement**

**Critical
Processes**

**Leadership
Development**

**Personal
Development**



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6 Actions to Thinking Strategically



Schedule

Calendar 14 Hours a Month



Location

Find a Place Dedicated to Strategic Thinking



List

Keep a Strategic Thinking List for When You're There



Flow

Clear Away the Tactical & Get into the FLOW



Energy

Do a Mental Health Thing Prior to Strategic Time



Distractions

Turn off Phone & Don't Do Emails or Texts



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Strategic Planning

Strategic Planning is...

Setting the **Direction**
For an Organization to
Achieve Its **Goals**
While Engaging
Employees, Serving
Clients & Returning a
Profit for
Shareholders



© **Where to Start – 9 Key Questions**

1. What is Our Intent & Vision?
2. Who Are We?
3. What Are Our Goals & Priorities?
4. What Markets & Clients Do We Serve?
5. What Products/Services Do We Deliver?
6. How Are We Organized to Win?
7. What is Our Approach to Grow?
8. What Resources Do We Need?
9. What Actions Do We Need to Take to Achieve Our Goals?

velocityICE™ Methodology Investors





Strategic Planning

Successful Strategies Lead to Good Things



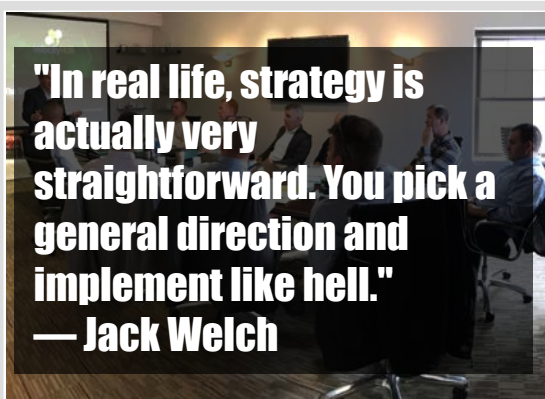
Focus Resources



Engage Employees



Growth



Set Direction



Make Decisions



Common Language



Strategic Planning Strategies Often Fail



Lack of Competency



Passive Aggressive



Unclear Ownership



Poor Communication



Weak Follow Through



Fear of.....



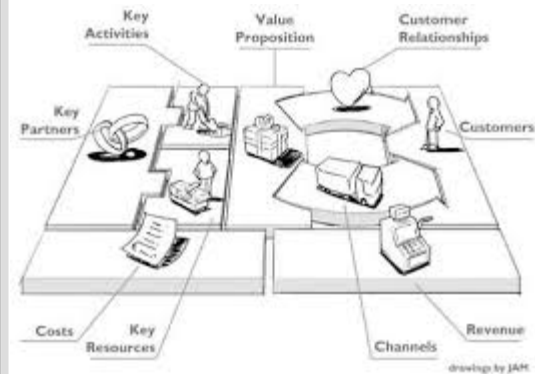
Strategic Planning Models & Methodologies



Model A



Model B



Model C



Model D

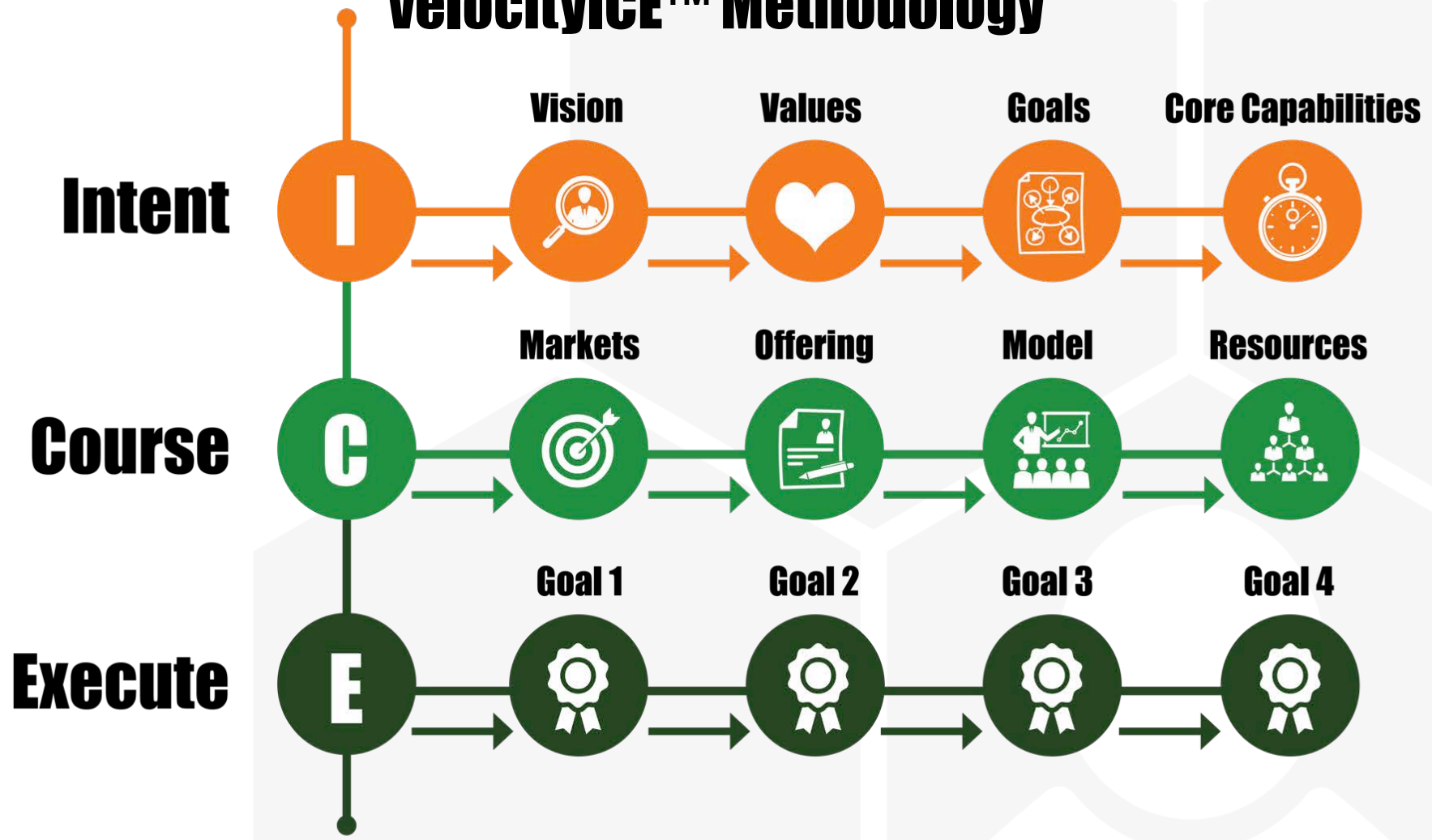


Model E



Model F

velocityICE™ Methodology



9 Actions to Strategic Planning



1. **Name an Executive Sponsor**
2. **Sign a Commitment Card**
3. **Set a Specific Timeline**
4. **Ensure Access to Information**
5. **Set Strategic Thinking Time**
6. **Have an Open Mindset**
7. **Build a Communication Plan**
8. **Be Willing to Change**
9. **Assign Tactical Ownership**

9 Actions to Strategic Planning



Strategic Planning Offsite

- ◎ Purpose
 - *Align the Employees to the Company's New Strategic Plan*

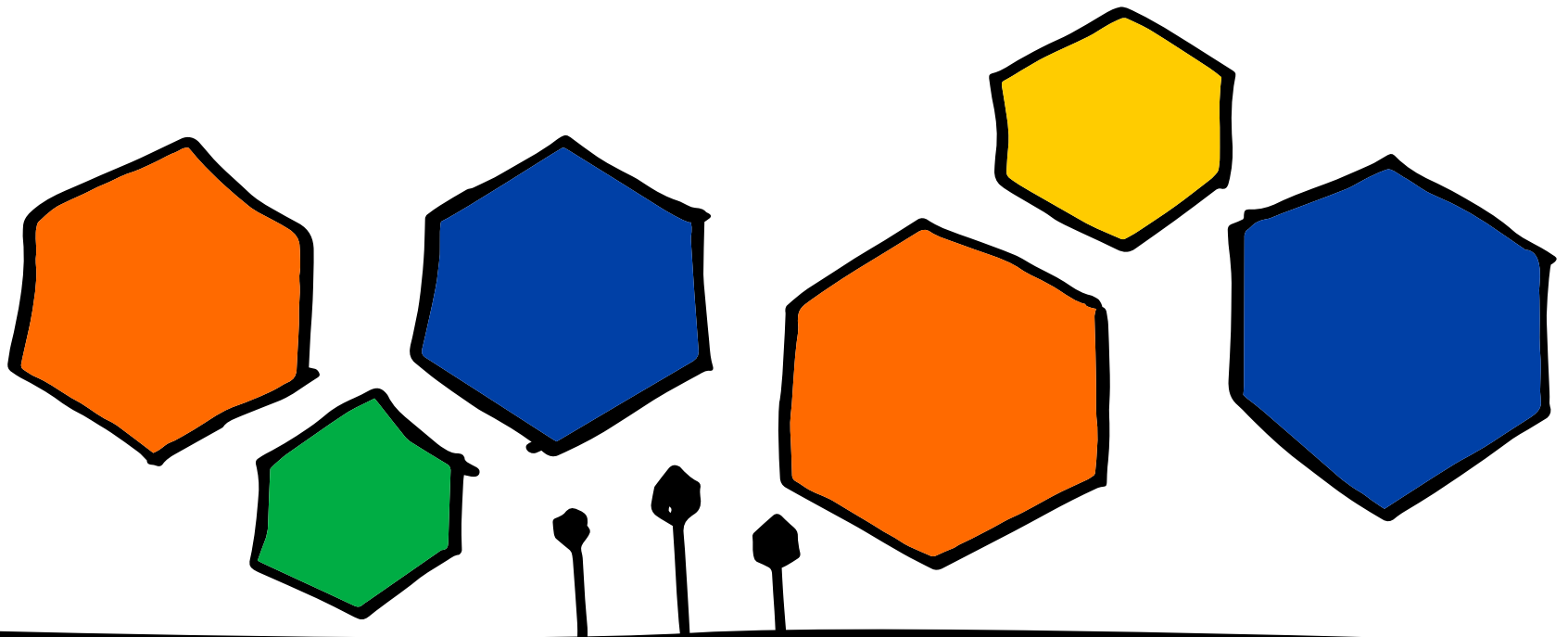
- ◎ Delivery
 - *One Full Day Session*

Staff Training

- ◎ Purpose
 - *Strengthen Professional Skills & Implement Strategy*

- ◎ Delivery
 - *8 Monthly Sessions*

"Have the **Courage**
to Fail, and the
Faith to Succeed."



Program Goals

Goal



⦿ Key Strategies & Actions to Think More Strategically



⦿ Developing a Strategic Plan for Your Business



⦿ Overcome Challenges and Courageously Pursue Your Goals

Next Webinar

Driving Growth & Leading Transformational Change

The Vision, Leadership & Steps to Take a Small Company to the Big Leagues

April 26, 2017



Special Guest
Chris Licata
CEO,
The Tecnica Group USA



