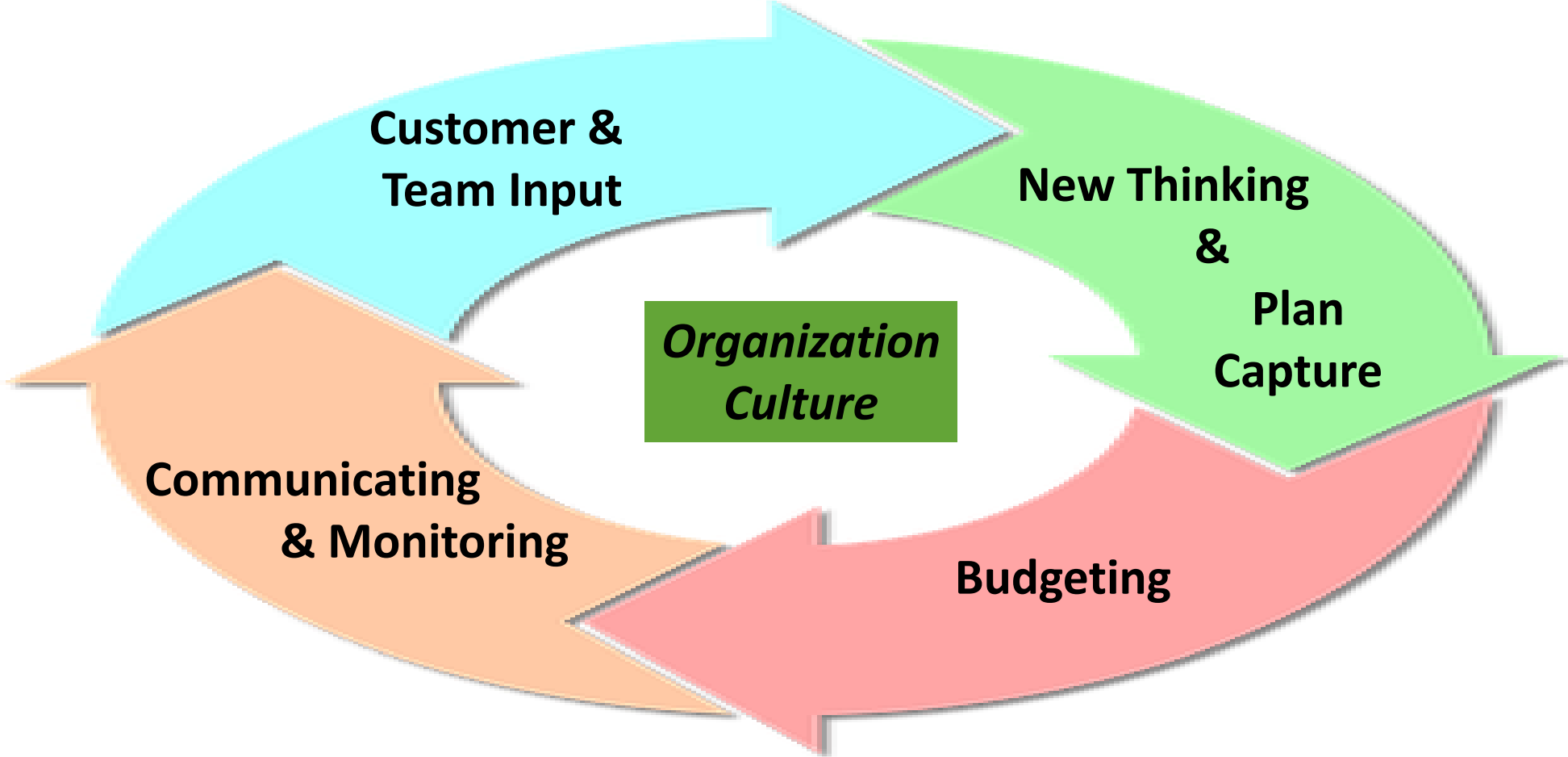

***Strategic Planning
that
Grows Company Worth***

YOSEMITEassociates



Strategic Planning Campaign Life Cycle



Effective Strategic Planning Campaign

Thinking

Ask new questions

Part 1

Where Are We Today

Part 2

Where Is Our Market Going

Part 3

Where Do We Want To Go

Part 4

How Will We Address Our Gaps

Planning & Implementation

Capture your answers

Effective Strategic Planning Campaign

Part 1

Where Are We Today

AGENDA

Progress against current plan
Questions we want to answer
Mission/Vision/Values status
Core competence review
Financial trends: (Trailing 12's)
- units AND dollars
- by all products/services
Non-financial metrics trends
Customer history trends
Customer inputs
Employee inputs

Part 2

Where Is Market Going

AGENDA

Market sizing & sectoring
Business risks we face
Trends review:
(Are Happening/Might happen)
- Customer behaviors
- Supply chain
- Technology
- Competition
- Legislation
- Economic
- Social
- Labor

Part 3

Where We Want To Go

AGENDA

What does good look like
- Objectives/targets
Identify what to stop doing
Growth ideas:
- Markets/Customers
- Products/Services
- Business models
Avoid disruption/disrupter
Optimal fulfillment model
Value proposition & USP
Data leverage strategy
Pricing strategy
Exit narrative (for those considering)

Part 4

Addressing Our Gaps

AGENDA

Identify barriers to Part #3
Financial model/scenarios
Resources required:
- HR
- Cap-Ex
- Capital structure
Set our budget
Set our KPI's
Communicating the plan
Aligning compensation
Leading & lagging indicators
Process to monitor progress

Business Diagnostics

Too Often a Successful Business Does Not Equal an Exit-Ready Business

Climbing from big idea ambition to creating a robust business is a dream few realize.

You are the exception.

Rarer still are those who continue the climb, ascending to the summit of a rewarding business exit, as you set the definition of exit, whether ESOP, management buyout, sale to a third party or continuing to run the business to support an ongoing successful lifestyle.

This climb requires a distinct Backpack, filled with business tools beyond those used in day-to-day operations.

So grab your Backpack – outfitted with our diagnostic tools for your climb to a successful exit - and make it your own.

Learn more about each tool found inside your new Backpack at these links:

Diagnose Health of My Business

> Stethoscope

Diagnose My Exit Readiness

> Greenpoint™

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Visit Yosemite Associates Diagnostics at www.YosemiteAssociates.com/Diagnostics