

ONE BOX... ONE TEAM... ONE PLAN... FOR GROWTH.

STRATEGY IN A BOXSM

Strategic Planning doesn't have to take three months.

You can do it in three days with *Strategy in a Box*.SM

*Strategy in a Box*SM takes the process down to its essentials, giving facilitators a timeline to keep meetings focused and productive. Corporate teams get more done in less time and have a valuable blueprint for the future when they're finished.

In the Workshops, People Will:

- Think as a team about strategy development and strategy implementation.
- Create a strategy and a 3-year execution plan.

What You Create:

- A summary of the cold, hard facts about the business.
- 4-6 objectives the business will accomplish in the next three years.
- 5-7 mega-trends that will reshape the market for all players.
- A strategy statement.
- 150-200 ideas for strategy execution.
- Up to four initiatives (chosen from your ideas) for strategy execution.
- A 3-year execution plan for each initiative.

Approach:

- A facilitator-led workshop.
- 8-12 company participants (company size doesn't matter).
- 36 pre-printed worksheets filled in by participants over the span of 3 workshop days.
- Participants do their thinking on Pos-It Notes[®].
- The growth plan emerges on 6 of the 36 worksheets.
- Giraffe transcribes all of the workshop content.
- You receive an electronic transcript of the workshop.

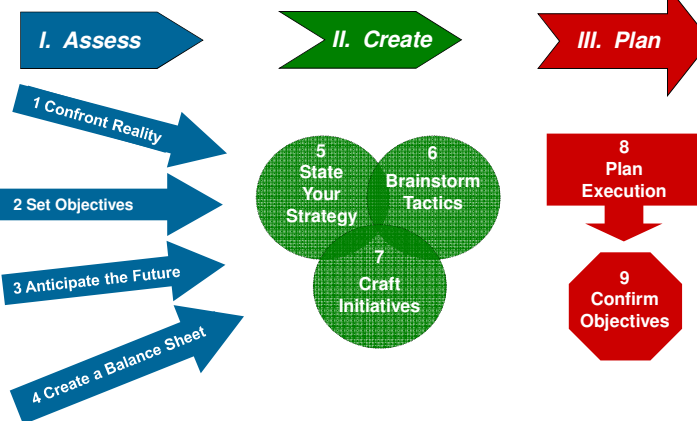
Our Process: 3 Stages...9 Activities

WE HELP YOU BUILD:

OPTIMISM ABOUT THE FUTURE.

THE CONFIDENCE TO GET THERE.

THE PRIDE OF ACCOMPLISHMENT ALONG THE WAY.



A Tool Kit for Facilitating Strategic Planning



Strategy in a BoxSM was launched in 2008 by Giraffe, a business strategy firm for time and resource-pressed companies. John Delany, the founder of Giraffe, spent more than 30 years in marketing and strategy positions for large, for-profit businesses. He credits his clients with the creation of **Strategy in a BoxSM**.

giraffe[™]
See Opportunity First.SM LLC

KeyRoad Enterprises helps companies and its senior executives plan for, accelerate, and sustain their growth by facilitating the development of three-year growth plan, by training its sales force to perform more effectively, and by advising its entrepreneur-owner.

Leveraging the **CustomerCentric Selling[®]** methodology and its own IP, KeyRoad helps accelerate sales performance to drive more revenue, achieve greater accuracy in pipeline management, and bring consistency in prospecting and client engagements best practices.

Powered by the Giraffe[®] process, KeyRoad facilitates the development of the three-year growth plan during a three-day workshop.

Working with a group of senior business advisors, KeyRoad advises entrepreneur-owners towards success as individuals and in their companies.

Our clients have experienced sustained growth, reduced sales cycles, increased close ratios, reduced learning curve for new hires, improved forecasting accuracy, and better alignment between marketing and sales.



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