

# Key Parts to a Great Strategic Plan



As I head to Buenos Aires for the E0 Argentina University, I am excited to see how it all unfolds. Unlike other university events I have been to, I was on the committee that put this University together. So in a sense, like your own business, you get to see a

creation come together that you had a hand in making happen. I look forward to seeing all my friends and experiencing a great conference together.

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## Ask Key Questions for Change



Looking at your company from a different perspective is sometimes what is needed to make important changes that lead to moving forward. The problem with this is, it is hard to do. How can you put yourself in a perspective that will make decisions that will change everything? Rasmus Ankerson, who we are bringing to speak at the E0 Argentina University in November, has an answer for that.

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# What Is Your Job to be Done?

When trying to find opportunities to grow during times you may have hit a lull, or even when you are starting a new company, there is a process that can help get you there.

That is what I found when I

started to read the book Seizing the White Space: Business Model Innovation for Transformative Growth and Renewal, by Mark Johnson.



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## Not Scaling – Part 2: Starting Small to Build Big



The big news to share this week on bounceit!™ is that the app went live in the app store, after a long period of creation, and we are starting the process of scaling by not scaling, as was discussed in [last week's blog](#). This week will be focused on getting a small group to use and try it out on all devices to make sure everything is flowing

well. Then, we will move to our local and social media friends

to give it a try and to share with others, if they like it. And finally, on to the rest of the world.

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## **Business Regret: What's it All About?**



If you listen to any of the successful leaders in business out there, you will hear them say over and over that it is about the people. In other words, to have a successful business, you must have the right people and they must be in the right positions, playing to their strengths. Then everything will be good.

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## **Dropping the Fear of Being Naked**

Last week, we discussed [getting naked with our clients](#) by being humble and real with them as we work together to create value for each other. This usually has roadblocks associated with it, by what Patrick Lencioni calls the three fears.

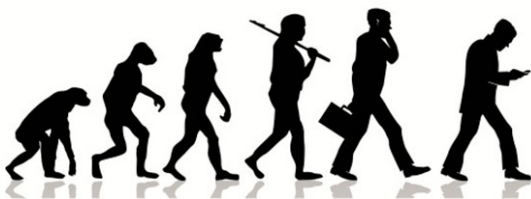
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# Do You Get Naked with Your Clients?

I spent the past week in St. Thomas for my annual timeshare week. It is always a great getaway, and this one came and went with a lot of time at great beaches, meeting new people and doing some reading. I got to spend the night at Jost Van Dyke, which is something that I've always wanted to do. The time around Soggy Dollar Bar goes fast and you get dragged away, if you are there on a tour boat or take a ferry, just when things seem to be the most fun. Staying the night was a great way to relax and enjoy the new friends and amazing beach, and contemplate the opportunities the [new vertical](#) has for us at Efficiency.

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# Strategy Evolves, Does your Business?



How did your business strategy come about? Was it planned out in advance in the boardroom, or was it done by some type of trial and error? Did you start

out knowing exactly what you were going to become? We started with a plan, but it has evolved into one that has taken time and been filled with trial and error.

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# The Best Have a Coach!

One of the things about running a company is we get caught up in the issues that pop up daily. This, at times, blinds us to what is going on out in our business sphere – new technologies, new methods and to future opportunities. In my experience, this happens with everyone and none of us are immune.



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## The Conference Effect



Coming back from an E0 event will usually light a fire under you bottom to get focused, look at new opportunities, fix or add a process, or just be plain fired up about your business. When you mix it up with 450 entrepreneurs from mainly the east coast and hear from great

speakers, you feel the surge of entrepreneur juices flowing through you.