

# Key Parts to a Great Strategic Plan



As I head to Buenos Aires for the EO 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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## 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.

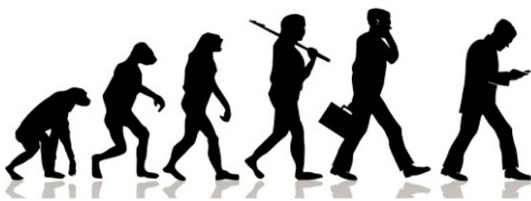
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## Dropping the Fear of Being Naked

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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## 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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# A Grassroots Strategy



Many people look at growing a business as a task of how to reach the largest audience and make the most sales as quickly as possible. From my perspective, it takes time to grow a business and get a product or service out into the market.

You can start big with lots of capital, or you can [grassroots](#) your product to a small group and let it manifest from there.

If you have capital, and can spend it, go for it. Venture capitalists and other investor types tend to introduce a lot of control and other issues if it's something they take an interest in. Grassroots is the way most of us will either make it or break it in the marketplace.

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## 3 Keys to Business Greatness!

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## 3 Keys to Business Greatness!

If you asked me the business authors out there who I think provide the most value, I would have to say [Jim Collins](#) and

[Peter Drucker](#). Both of these guys have provided huge insight to the business community on how to run a successful company. Like most businesses, we at Efficiencie are starting the year formulating strategies and goals to make forward progress toward our destination, and reading Collins' and Drucker's material has always been good preparation.