

2018 Strategic Planning Workbook

What else is possible for you?

Get clear on your WHY. Get clear on your Vision. Get clear on your action steps.

Awareness + intention is a powerful combination

How to use this workbook

I'd like you to print this out and then move away from the computer. Get out your favorite pen, sit in a nice quiet spot, put on some music and be more playful with it. My intention is to inspire you with new ideas and revitalized excitement about your business moving into the new year. The first part of this workbook is about getting some awareness and the second part is about intention - the more nuts and bolts of planning. I hope you have fun with it and let me know how it goes!

Here's to a successful 2018 for everyone!

Love Rhonda

Part 1: Awareness

Getting Clear on your WHY?

This might be one that you need to ponder and come back to. If you don't have it, it may become more clear in the following exercises. Why do you do the work you do? It has to be more than for making money. We are all in business to make money but what is the thing that really makes it purposeful? When were you most happy and excited about your business? What were the most fun and meaningful projects you ever worked on? These questions may give you some clues.

If you need some help watch Simon Sinek's youtube video

http://youtu.be/u4ZoJKF_VuA

What's mine?

To create a global community and inspire creative entrepreneurship

What is your WHY?

Looking Back on 2017

This exercise is about moving forward by looking back. You will be answering a series of questions designed to give you clarity on those events of last year where you made great things happen. Be kind to yourself when you do this exercise, the idea for this is to become a catalyst for positive change.

What went well?

1. What were your 3 biggest wins in 2017?
2. What projects did you enjoy most?
3. Where did you make the most money with the least effort?
4. What activity brought you business most easily?
5. What are you most grateful for?

What didn't go as well?

1. What didn't turn out as planned and why?
2. What would you do differently?
3. What project or client did you take on that you shouldn't have taken on?
4. What do you need to forgive yourself for?

Your Vision

A clear and compelling vision...

Engages your heart, mind, and spirit in making it come to fruition. It keeps you connected to your deepest desires and keeps hope alive. It is invigorating and breathes new life into your day-to-day efforts and energetically aligns you with what you want, enabling you to attract people and opportunities to make it happen.

Research shows one common element among top achievers is that high achievers write down their vision and their goals.

Visioning Exercise

The following exercise is designed to help you clarify your vision. In order to get deeper answers that will serve you better, close your eyes and ask your subconscious mind to give you images of what your ideal life would look like if you could have it exactly the way you want it, in each of the following categories: (I've provided sample questions to get your juices flowing):

TIP: At this point, don't worry about how you'll get it. Don't sabotage yourself by saying, "I will never make enough money." Once you give your mind's eye the picture, your mind will begin to solve the "not enough money" challenge. Just be honest with yourself about what you truly want. You can do this exercise on your own or do it with a friend and one person reads the questions as prompts and the other person writes their vision. Vision doesn't always come easily. You may need to try this exercise more than once and on different days.

What is your ideal annual income?

What does your cash flow look like?

What does your business model look like?

Do you have multiple revenue streams?

How much money do you have saved at the end of the year?

What space are you working out of?

What are you doing yourself and what are you outsourcing?

Who are your strategic partners?

Who are your clients?

What else is possible that you haven't considered?

Write your vision here:

How do you feel about this vision? Not excited? Try it again in a few days.

Part 2: Intention

Here's where we get to the planning part.

Today's Date:

Financial Goal Next 90 Days:

List 3 activities that will contribute directly to your goal? Detail the action steps and the dates you will do them by.

Activity	Action Steps	Will do it by
		March 1, 2018

What are the challenges to making this happen?

How will you overcome these challenges?

Congratulate yourself! You've done some good reflection. This work is not always easy but it can be very fruitful. Sometime's when I sit down to do it, I find it difficult but I keep going back to it and eventually it flows. Be kind to yourself and ask yourself big questions like "What do I really want to create for myself?" You may not get immediate answers but they will come.