**Entrepreneurs Growth Alliance™ - Cohort 2401**

**Learnings Covered in Teaching Session on 09/05/2024:**

**Binder Information - Tab Four (40%): Covered**

* **One-Year and Three-Year Strategic Plans:**

We covered one-year and three-year strategic plans. The one-year plan focuses on hitting short-term goals and making immediate improvements, while the three-year plan guides long-term growth and more extensive initiatives. Both help align you with your business goals and track your progress effectively.

* **OKRs, or Objectives and Key Result Areas**:

They’re a goal-setting framework that helps organizations define and track their objectives. The "Objectives" are the broad, inspiring goals you want to achieve, while the "Key Results" are specific, measurable outcomes that indicate progress toward those goals. OKRs help ensure everyone is aligned, focused on what matters most, and can track their progress effectively.

**Topics To Be Covered in the Next Teaching Session on 09/12/2024:**

**Binder Information – Tab Four: Continuation**

**Strategy Execution Calendar:**

* A Strategy Execution Calendar is a tool for scheduling and tracking key actions and milestones to implement a strategic plan. It helps keep execution on track, aligns team efforts, and ensures timely progress toward achieving strategic goals.

**Project Charter Templates:**

* When discussing **Project Charter Templates**, consider them a blueprint for your project. These templates help you clearly define your project's objectives, scope, key stakeholders, and timelines. By using a template, you get a structured approach to outline everything from the start, making sure everyone involved understands the project goals and expectations. It’s a great way to kick things off smoothly and stay organized throughout the project.

**Zoom Meeting Link for the Next Teaching Session (09/12/2024 11 AM EST):**

**EGA Cohort 2401 – Teaching Sessions**

<https://us02web.zoom.us/j/89213327737?pwd=VNeOFZbau9WNgSQRRzL5vNMac7UP5I.1>

**Today’s (Saturday) Coaching Session (i.e., Q&A Session) on 09/07/2024:**

* This is not a teaching session; it's an interactive Q&A session focused on your previous learning and execution.
* Reflect on what you've learned and be prepared to ask and discuss your questions.
* Based on your reading, come up with at least three (3) questions to discuss during the session.

**Zoom Meeting Link for the Today’s Coaching Session (i.e., Q&A Session) on 09/07/2024:**

[**https://us02web.zoom.us/j/82881106686?pwd=XlLayU1bpZNizxUEw3bgek98t6EoMD.1**](https://us02web.zoom.us/j/82881106686?pwd=XlLayU1bpZNizxUEw3bgek98t6EoMD.1)

**Key Insights and Homework Ideas to Reflect On And Master The Concepts:**

1. **Task:**

Create SMART and FAST goals for your business, both for the short term (2025) and the long term (2027). These goals should focus on specific milestones you want to achieve by the end of each year.

**Detail:**

When setting your goals, follow the FAST principles in addition to SMART. This means:

* **Frequently Discussed:** Regularly revisit and discuss your goals with your team to ensure progress and alignment.
* **Ambitious:** Set goals that challenge your organization to strive for more.
* **Specific:** Make sure your goals are detailed and precise.
* **Transparent:** Share these goals across your organization for accountability and collective buy-in.

**Tip:**

Execution accounts for 80% of the effort while understanding leadership and strategy accounts for only 20%. Focus more on building a culture that supports strong execution, ensuring that your team has transparent processes and rhythms to follow, and achieving your strategic goals effectively.

1. **Task: Create a One-Page Strategy Plan**

**Here’s a simple example:**

**Vision:** Clearly define the company's long-term vision (e.g., "To be the leading provider of business consultancy services for SMBs by 2027").

**Key Goals:**

* **Short-Term Goal (2025):** Achieve a 10% growth in revenue and enroll 50 new clients in the EGA program.
* **Long-Term Goal (2027):** Become the top business consultancy firm in the region with 200 clients and a strong presence in key markets.

**Task:**

**Action Steps for 2025:**

* Convert 100 warm leads into clients by executing targeted marketing campaigns.
* Host quarterly webinars to attract new businesses.
* Expand team operations and improve client retention processes.

**Action Steps for 2027:**

* Launch a comprehensive client support system, ensuring 95% client retention.
* Expand business services portfolio to include strategic advisory for larger SMBs.
* Build a recognizable brand in the SMB consultancy space through thought leadership and partnerships.

**Key Focus Areas:**

* **Client Acquisition:** Develop a targeted client acquisition strategy focusing on personalized outreach and nurturing warm leads through events like webinars.
* **Execution:** Set up a rhythm for monthly performance reviews to ensure alignment with goals. Prioritize execution over strategizing.
* **Leadership Development:** Invest in leadership training to ensure key team members align with the business strategy and execute efficiently.

**Tip:**

**Keep Execution at the Core:**

While strategic planning is important, execution is the real driver of success. Build a culture where leaders are 100% accountable for delivering results and implement systems for regular goal reviews to ensure the strategy remains relevant and on track.

**Note:** **Very Important**

* **Schedule One-On-One Session:** To discuss your assessments in detail and review the topics covered, please schedule individual meetings with Rajesh and Kumar. After September 9th, 2024, email us your available time slots at **Akumar@vrt9.com** to confirm your session.
* Please submit all your questions before the start of the Coaching Session (Q&A session) on 09/07/2024. This will ensure we have an effective discussion and maximize our learning experience.

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