

# 30 minute Strategy Tune-Up



## STEP 1

**Romantic dinners need the right setting, and so do strategy sessions.** Get offsite. Even if it's at the library down the street, anywhere that's not the office will yield better results.

## STEP 4

**Slow down to speed up. This plays out in two ways:**

**a)** Don't be in a hurry. You may draw a "blank" this strategy session. Don't force it. Strategy is about quality, not speed.

**b)** Strategy isn't always doing a better job at your current endeavors. Sometimes the best strategies involve doing something completely different.

## STEP 2

**Get into a strategic mindset.** Racehorses wear blinders; CEOs must unplug. Turn off phones, stop checking emails, Facebook, and texts to maximize strategy sessions.

## STEP 5

**Rinse and repeat.** Put a 30 minute strategy session on your calendar each and every month. It will transform your business.

## STEP 3

**Stop outsourcing strategy.** As the business owner, it's your job - and no one else's to set strategy. The best strategy will always come from YOU.

## STEP 6

**Add a mentor, coach, or sounding board.** You can't have a meaningful strategy session with a vendor, friend or spouse. Get someone you can share EVERYTHING with to maximize the value of your strategy sessions.



Take your strategic vision to the next level and join your local CEO Mastermind Group.



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[www.ceofocuspeergroups.com](http://www.ceofocuspeergroups.com)