

Deep Dive Strategy Essentials
from *SmartPlan360° Insights*,
Working Toward the Future!



MarketCues

Working Smarter Just Got Easier!™

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About Tom Marin

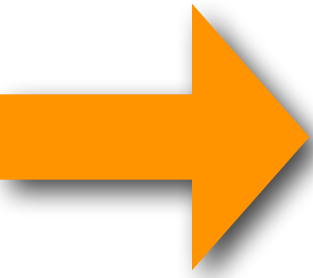


Tom Marin is the President of MarketCues and serves as a senior advisor and change-management consultant with 35 years of experience. He has worked for some of the world's largest corporations as well as middle-market firms. Tom's focus is to plan and drive strategy shifts and strategic growth programs. He advises private, public and not-for-profit clients with high stakes strategy in a myriad and diverse range of market areas including financial, technology, publishing and B2B companies. Tom is the architect of the SmartPlan360™, a strategic planning system used by businesses, educational institutions, nonprofits and churches.

Tom has worked for many types of organizations on a regional, national and international scale. He has advised senior executives concerning their strategic planning and has earned a superior reputation for delivering both top-line and bottom-line results. Tom is an acknowledged leader in strategy planning and branding.

Throughout his career, Tom has served as President of strategic marketing firms in Chicago and managed the client service teams for prominent institutions such as the Board of Trade Clearing Corporation, CNA Insurance Companies, the Chicago Stock Exchange, Fuji Film, Rand McNally, First of America Bank and Roper/Whirlpool, to name a few.

Tom is an accredited member of the national and international chapters of the Business Marketing Association and a certified business communicator. He is a past marketing chair of the Chicago BMA chapter. Tom holds a Bachelor of Science in Education from Northern Illinois University.



Introduction

Let's face it, when you hear the term, "Strategic Planning" several things immediately come to mind. It's difficult to do. It's time consuming. It's expensive. And worse of all, strategic planning often doesn't work and therefore wastes a lot of the most precious capital any business has. Time. In fact, 85% of all privately-held companies report they do not have a formal Strategic Plan they update annually and for those that do, only 15% report that they implement their plan on a daily basis.

What can you do? It's apparent that you have two choices. Grin and bear it every year. Or, use our SmartPlan360° Program™ that does it for you.

How It Works. Powered by an advanced algorithm developed from our research of 500 organizations just like yours, SmartPlan360° quantitatively identifies and graphically presents impactful keys. Using these keys, strategies appear that unlock the most direct route to accomplishing your objectives.

SmartPlan360° is not just another blue-sky business tool designed to win your business with little true substance behind it. Rather, it produces hard-core deliverables that you can use to grow your business, make it operate at its peak performance, and identifies costly hidden conflicts that have been inhibiting growth.

The SmartPlan360° quickly assesses your marketplace and your organization's performance drivers and creates an actionable plan your entire organization can embrace.

The SmartPlan360° Program. The action plan that turns problems into profits.

The essence of strategy



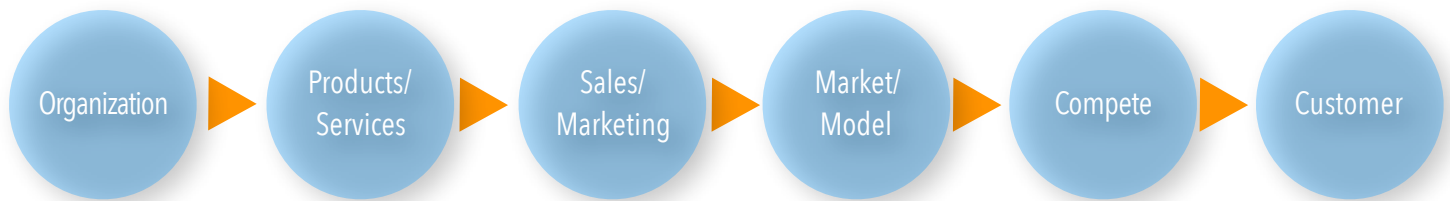
The press of the day-to-day often prevents senior leaders from focusing on their long-term strategic planning needs. MarketCues has noted the condition of not “Seeing the forest through the trees,” as one of, if not the obstacle that often plagues leaders in many different markets.

This is a struggle many organizations encounter in their planning. To overcome the challenge, executives must be able to identify and prioritize their most promising initiatives. In order to do this effectively, they must be truly objective to ensure they work within achievable parameters and set realistic goals

they are capable of delivering. SmartPlan360° Program identifies how to position your products to optimally meet your customers’ needs based upon your true market position.

Because SmartPlan360° uses a defined analytical approach and a proprietary algorithm to identify impactful keys, it can be implemented at a fraction of what you might normally pay for strategic planning and consulting services. SmartPlan360° has been successfully employed by businesses, educational institutions including colleges and universities, nonprofits and churches.

Six foundations that affects business performance



Creating business growth strategies and the eliminating the inherent challenges

MarketCues has talked to many companies that are trying to decide the best ways they can grow, and some are considering if they should stay the same size. Internal debates of corporate versus product strategy can freeze a company in its tracks and make it vulnerable to competitive attacks.

As you know, growth is a tricky business and simply grabbing ideas that come along is not a healthy way to build sustainable growth. Executives know there is a strong need to analyze their market, competition, pricing scenarios, and a whole host of associated issues. But what context should you use to accomplish this planning?

Strategic planning has been a part of marketing since the very first, and most companies operate within a specific set of strategies. However, problems can occur when a company continues to do the same thing year-after-year hoping to produce different or greater results of past successes. This is usually a formula for trouble and why strategic planning has become so essential.

You know starting from a clear business framework with a focused set of goals is the best approach to executing a successful strategic plan. We've identified the six critical foundations to success –listed above– that will provide you with a thorough understanding of the strengths and weaknesses of your organization.

SmartPlan360° quickly and thoroughly analyzes these six foundations including an organization's management and alignment, products and services, sales and marketing, market and business model, competition and customers.

This is where our product really shines.

SmartPlan360° employs an advanced algorithm developed from our research of over 500 organizations to uncover the conflicts and opportunities that impact both your top and bottom line. You know the elements of your business, we provide a means of understanding how they interact and are positioned to help or harm your mission. We deliver a practical and measurable plan you can use on a daily basis.

"The people who are crazy enough to think they can change the world are the ones who do."

– Steve Jobs



Case Study

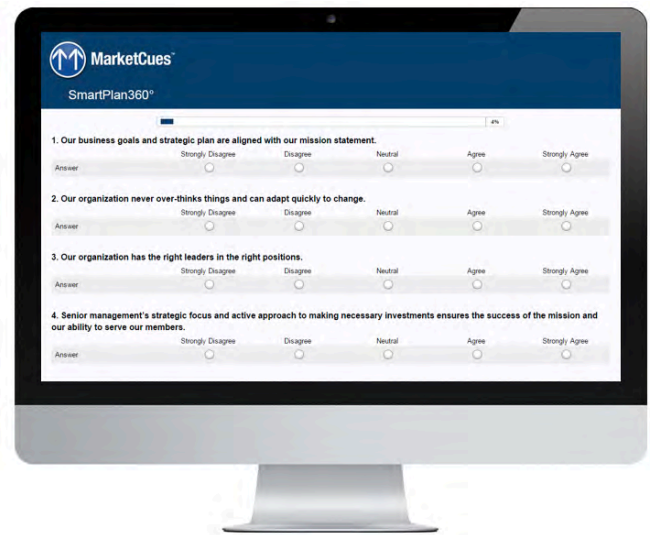
Humalfa is a third generation business that owns a farm, ranch and an agricultural business in Colorado and Oklahoma. Given its long history the company had built up a strong reputation in its markets and wanted to expand its organic business by adding a packaged goods product line of all natural, all organic fertilizers and soil amendments.

MarketCues was engaged to study the packaging market and focus on the sectors of lawn and garden, farm and feed, professional turf and contractors. Our research revealed there was a strong desire among consumers and professional agri-buyers for products made from all organics. MarketCues advised Humalfa to create a brand identification system around the name, "Nature's Prescription" that included website, packaging, branded marketing literature, and a host of sales support materials. MarketCues also advised to exclusively sell through distributorships to eliminate channel confusion.

"Working with MarketCues is like having a partner who cares as much about your business as you do. We have accomplished a great deal within a short time and are looking forward to even greater things in the future!"

– Farrel Crowder, CEO

Starting a 360° strategy engagement



The SmartPlan360° phases include defining the mission, establishing goals to drive business results, and creating strategic steps that produce the desired outcomes you select.

We begin with three, 360° assessments

The strategic planning process requires both effective communication and clear thinking. SmartPlan360° performs three, 360° reviews using both quantitative and qualitative research methodologies to ensure razor sharp accurate data.

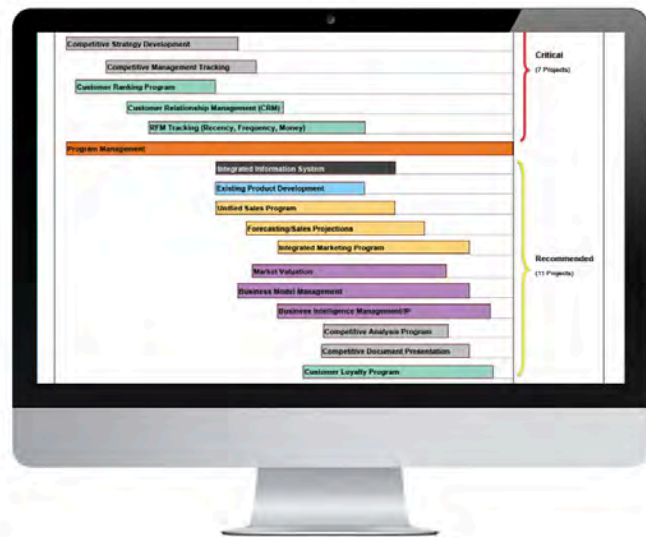
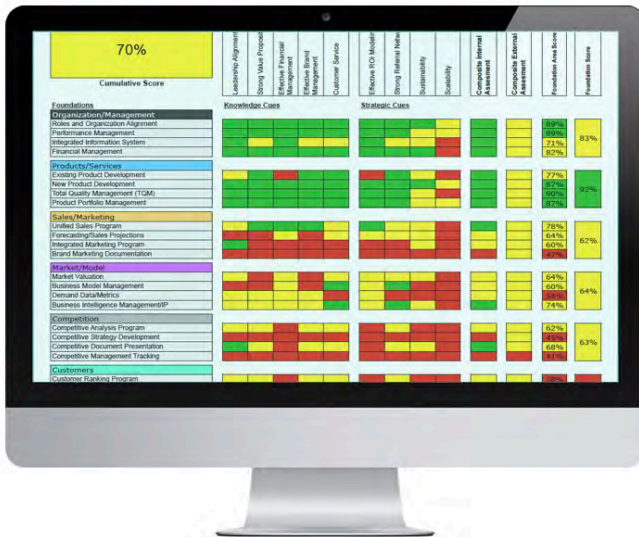
The first 360° gathers and analyzes information from inside your company using our online assessment program.

The second 360° gathers and analyzes information from outside your company using our online assessment program.

The third 360° is conducted by a MarketCues Advisor using in-person and telephone executive interviews.

Combined, this approach enables us to develop a clear set of strategic initiatives to meet your specific goals.

The foundations that drive all businesses need to work together.



We bring structure so you can focus on your business

You've been leading your company and know more about it than anyone else. We never forget that. But we both know that building a profitable business isn't as easy as falling off a log. It takes a lot of hard work coupled with smart strategies to keep it growing.

A solid core strategy will provide you with the basis for a strategic plan that can lead to significant growth. The perception of a situation is often quite different from its reality. By conducting "Perception versus Reality Gap Assessments" we pinpoint where your business is strong and where it needs improvement. Small quick shifts can often lead to substantial growth.

We have gone way out of our way to make our program simple and powerful.

We provide you with a Heat Map that graphically presents your organization's strengths and weaknesses.

Red equals hot spots of the greatest risk and lost opportunity.

Yellow equals items of uncertainty that have great impact on your business. They're sometimes easy to fix but sometimes they are difficult because there are many interrelated factors.

Frankly, they're typically a slippery slope and dangerous. This system allows you to achieve the business results you want.

Green equals you might want to leave them alone. Don't mess with them! But, don't let them get thrown off balance by adjusting the Yellow and Red areas.

The SmartPlan360® also provides you with a Project Runway that graphically presents the initiatives that need to be produced in a priority-ranked order.

Timelines and budgets are identified with each project with specific actions that can be tracked and measured to ensure goals are met.



MarketCues brings 35 years of consulting and coaching experience that cuts across the four major sectors of Business, Education, Nonprofit and Churches. This provides our clients with wisdom only experience can bring.

For Business

The MarketCues SmartPlan360° delivers the business results that you identified at the beginning of the engagement. Over the years we have found that there are three types of companies that greatly benefit from the SmartPlan360™ program:

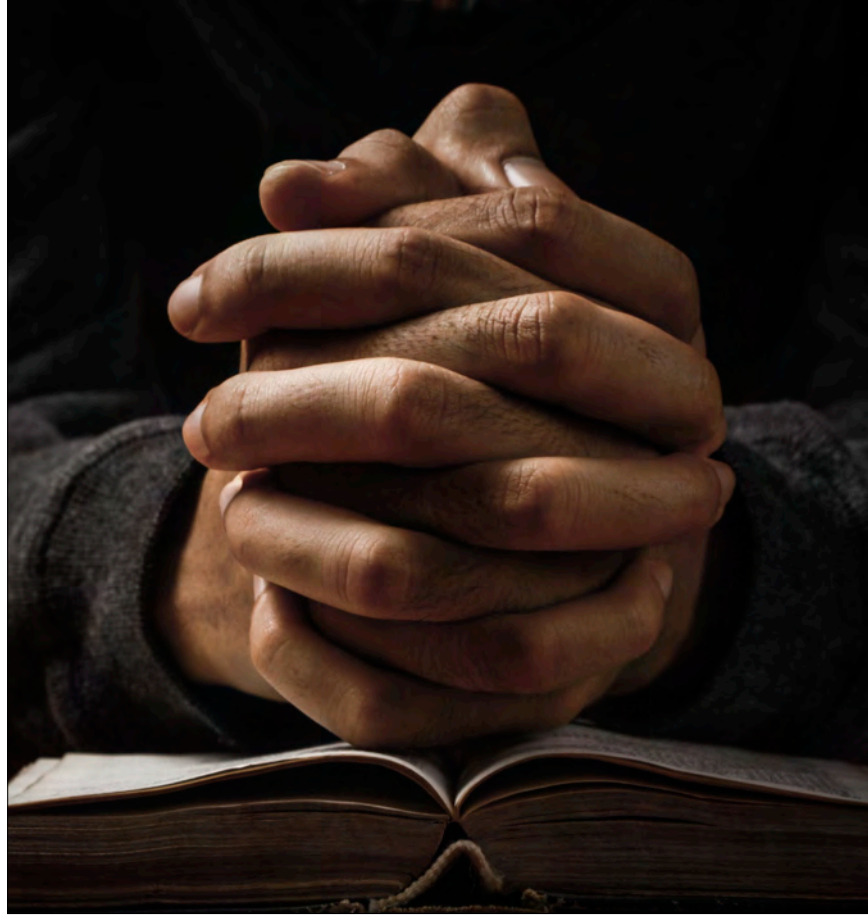
1. Growing companies that are encountering problems of declining profits;
2. Companies that need an interim strategic focus on a program to effect a specific innovation or change;
3. Smaller businesses that need strategic planning assistance but don't need a full-time Chief Strategy Officer.

For Education

Just as the business marketplace is going through a major transition in response to the new demands and needs of its customers, the field of Education at all levels is experiencing these same demanding challenges.

Technology (software, social networking and the use of new devices) has taken over as a marketing force. It is driving courses and programs, and has become an internal factor in determining the productivity and profitability of for credit and professional continuing education certificate programs.

Beyond hiring, nurturing and rewarding the best and the brightest employees, the best way to grow an organization is through a thorough strategic plan that is implemented throughout the entire organization on a daily basis.



For Nonprofit

SmartPlan360° identifies problems your nonprofit organization is experiencing and leads you to successful and effective strategic solutions.

Instead of bombarding you with endless facts and figures about your organization, SmartPlan360° provides you with key unique insights and drivers that inform you of strategic shifts you can make to better manage your organization and drive growth.

For instance, it can recommend specific ways to create deeper corporate relationships and improve your community relations. These tailored recommendations are based upon your market's needs and interests so you can better serve them as well as leverage these recommendations to help you achieve your specific goals.

For Churches

SmartPlan360° can help you identify specific areas in your church that can impact your operations and membership programs. We first noticed that there were six areas that highly successful churches managed extremely well.

We found when these six areas were balanced into one symphony they created strong healthy growth. The six foundations for churches are:

1. Leadership/Management
2. Programs/Services
3. Outreach/Evangelism
4. Culture
5. Community
6. Congregation

By identifying gaps in your church's perceptions and balancing the six foundation areas, we can deliver to you an actionable and practical growth plan.



MarketCues

Working Smarter Just Got Easier!™

Every successful client relationship starts with a good conversation. Let's start ours today!

www.marketcues.com

www.thesmartplan360.com

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Assessing,

Analyzing,

Strategizing,

Implementing,

Delivering,

Results.

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