

# Next Level Strategic Planning™



## Perfect for:

- Staff Strategy and Planning Sessions
- Executive Planning Retreats
- Board Meetings and Retreats
- Sales and Marketing Meetings

## The Problem:

*Most companies invest a tremendous amount of time, energy and money to develop their strategic plan, yet often fail to schedule systematic 'upgrades' to their best laid plans. Markets shift, products fade, services dull, employees leave, customers change ... yet many companies don't re-invest critical resources into breathing new life into their original strategic plan.*

## The Solution:

*Next Level Strategic Planning™ is a custom-designed event to generate new energy and gain fresh perspective on your strategic plan. The goal is to catalyze powerful ideas and profitable solutions for **your emerging issues**, challenges, opportunities, or problems.*

## What Participants Are Saying:

*If your organization seeks creative "brainstorming" and guidance for new directions, John Storm is a perfect fit for your sessions.*

Jim Hopper, CEO, Oklahoma Restaurant Assn.

*I have more ideas now than I can shake a stick at.*  
Rich Bludorn, Malnove Packaging

*Where others skim the surface of issues, John goes to the depths. He has an unusual capacity for sifting through complexity. He is a comprehensive thinker who is able to see all sides of an issue and offer imaginative, yet realistic options for moving ahead.*

Dr. Greg Hunt, Executive Director, Directions, Inc.

## Reasons to Re-Energize Your Plan:

- Finding and Developing New Revenue Streams
- Acquiring New Customers/Retaining Current Ones
- Acknowledging Changes in Competitor's Strategies
- Catalyzing Profitable Sales and Marketing Initiatives
- Creating Innovative Media Exposure
- Providing Growth Opportunities for Team Members
- Building a Cohesive, Positive, Creative Staff Team
- Enhancing Customer Services and Communication

## The Outcomes:

### Key Benefits for Your Organization:

- ✓ Identify and Minimize Corporate Risk and Liabilities
- ✓ Capitalize on Changing Trends in Your Industry
- ✓ Discover Profitable Ideas from New Team Members
- ✓ BrainStorm Solutions to Nagging Issues and Problems
- ✓ Generate New Energy and Commitment to Your Plan
- ✓ Leverage the Intellectual Capital of Your Team
- ✓ Produce Fresh Perspective on Emerging Challenges
- ✓ Protect Your People from Stale Attitudes and Apathy
- ✓ Catalyze Innovative Ideas to Generate More PROFIT!
- ✓ Receive Powerful BrainStorming Tools and Resources
- ✓ 100% MoneyBack Guarantee!

### Format, Pricing, Scheduling:

Contact John Storm for a customized quotation. Ask about our other innovative programs and services, including the *Carpe Boxem® Re-Thinking the Box* seminar.

## Your Idea Catalyst:

John Storm is *The BrainStorm Expert™*. His mission is to bring your ideas to Life! His expertise focuses on helping people discover, evaluate and implement their ideas. John speaks, consults and writes on the topics of change, brainstorming and innovation.



**John Storm**



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