



# MINUTE Strategic Plan

BETTER DECISIONS FASTER

2 Stages, 12 Steps, 300 Words...  
Planning and Problem Solving for the Real World

MEDIA KIT 2008

**60 Minute Strategic Plan**

11230 Gold Express Drive, #310-340

Gold River, CA 95670

877.809.4223

[www.60msp.com](http://www.60msp.com)

# Table of Contents

60 MINUTE STRATEGIC PLAN IS UNIQUE	1
BIOGRAPHIES	2
PRODUCT INFORMATION	3
FAQ	4
BOOK REVIEW	5
NEWS RELEASES	7
ABOUT	11

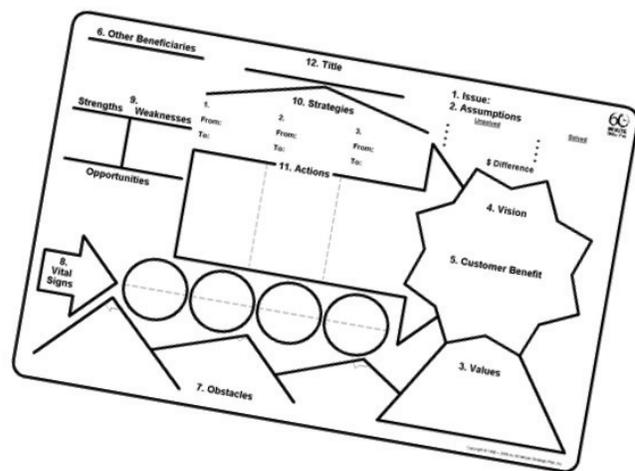


# 60 Minute Strategic Plan is Unique

## The 60 Minute Strategic Plan is unique because:

- ▶ The format involves 12 steps, 2 stages and 300 words completed in less than one hour if you are working alone, longer if want to achieve a team consensus plan. You come to the process with self knowledge and educated guesses. No homework is needed.
- ▶ It has been field tested in workshops for nine years by thousands of the very people that it is intended to help.
- ▶ Anyone can use it. It has a very short learning curve. Planning competency varies greatly in an organization and the 60MSP can dramatically raise the planning IQ of the company.
- ▶ The plan develops visually so that you see on one page how the parts interact and build to make up the whole strategy.
- ▶ It is so flexible. It can be the default planning tool, readily available to the entire organization, regardless of the nature of the issue or the planner.
- ▶ It can be used to quickly develop consensual team plans with many members participating.
- ▶ It uniquely incorporates each of the major vested interests in a strategy (i.e., the initiator of the strategic issue, the customers of one's company, and coworkers).

IT HAS BEEN FIELD TESTED IN WORKSHOPS FOR NINE YEARS BY THOUSANDS OF THE VERY PEOPLE THAT IT IS INTENDED TO HELP.



# Biographies

John, the creator of the 60 Minute Strategic Plan process, has been professionally associated with strategic planning for 48 years. On graduating from University of Western Ontario (Canada's Harvard Business School), Johnson was recruited by Unilever, the world leader in consumer packaged goods, where he was Brand Manager responsible for planning and nationally marketing world famous brands such as Dove, Lux Toilet Soap, Lifebuoy, and Sunlight. After eight years at Unilever, Johnson was recruited by Levi Strauss & Co. in San Francisco, where for 20 years he managed the advertising and marketing activity, on behalf of Foote, Cone & Belding, for all of Levi's U.S. apparel brands. Thereafter, for the next 14 years Johnson functioned as a Chairman Facilitator for Vistage International, an organization comprised of 12,000 CEOs in 15 countries. Additionally, Johnson has been a strategic management consultant and speaker helping CEOs and their management teams for over 20 years.



JOHN E. JOHNSON, CEO

Anne Marie has over 22 years experience as a successful consultant, manager, and business owner. Before joining 60 Minute Strategic Plan, Smith was co-founder and President of a business communications company located in Northern California. Smith began the company in 1995 and, over the course of ten years, was instrumental in building it into a high-growth, successful venture. The company was on Inc magazine's 100 Fastest Growing Privately Held Companies list for two years while under her tenure. Smith sold the business in 2004 and joined 60 Minute Strategic Plan, Inc. as a partner in April of 2005. A dynamic speaker and instructor, Smith's passion is helping other business owners achieve and excel. Smith holds a Bachelor of Arts in Communications. She is a past president of several professional organizations in the Sacramento Valley including Society for Technical Communication, American Marketing Association, and National Association of Women Business Owners. Smith was an instructor for California State University, Sacramento's Continuing Adult Education program and University of California, Davis Extension program for many years.



ANNE MARIE SMITH,  
PRESIDENT

# Company Information

60 Minute Strategic Plan, Inc. is a strategic planning training and consulting company that provides products and services all relating to the innovative 60 Minute Strategic Plan process. This includes:

- ▶ Book, software, and planning templates
- ▶ Interactive workshops and corporate training
- ▶ Strategic planning consulting and facilitation

Our primary clients are entrepreneurs, CEOs, and senior management of small- to medium-size

## Book

A hands-on planning workbook that helps businesses create much-needed but often-avoided strategic plans quickly and easily using an innovative one-page process that has a short learning curve and, most critically, helps individuals and teams make better decisions faster.

Price: \$24.95

## Software

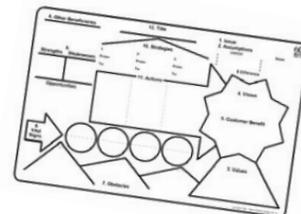
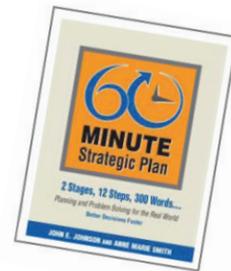
An interactive software program that explains the planning process, provides explanatory slides and examples, and enables you to fill out, save, and print your plan in three different sizes. Available for PC only.

Price: \$249.00

## Planning Templates

A pad of 11" X17" 60 Minute Strategic Plan templates (Quantity 25) so you can create strategic plans for any issue, any time.

Price: \$9.95



# Frequently Asked Questions

## **Q: What is a strategic plan?**

A: A document used by an organization to align its organization and budget structure with managerial priorities, missions and objectives. A strategic plan should include a mission statement, description of the agency's long-term goals and objectives, and strategies or means the agency plans to use to achieve these general goals and objectives.

## **Q: Why do companies need strategic plans?**

A: A strategic plan enables you to articulate the best imaginable outcomes for you and your people, and then align and focus your limited resources on achieving these goals. When you know what you want to accomplish, you are equipped to interpret outside forces as to their benefit or harm to you and yours. Strategic focus and refocus is the key to success.

## **Q: How are strategic plans different than business plans?**

A: Strategic plans make the organization run effectively — that is, doing the right thing versus doing the right work. Business plans make the company run efficiently. Strategic plans focus on direction for the long term. Business plans focus on operations in the near term.

## **Q: Why is a short and simple plan better than a lengthy plan?**

A: Brief is best. Busy entrepreneurs and leaders have little time to get involved in what is often perceived as a protracted process. A planning process that can be done in less than hour that is flexible, easy-to-use, efficient, effective and economical meets the needs of busy CEOs and senior managers.

## **Q: Does the 60 Minute Strategic Plan really only take one hour?**

A: Yes, the actual hands-on planning process can be done in two stages and 12 steps in less than an hour. Our workshops take a little longer to allow for explanation, examples, discussion and feedback.

## **Q: What comes after you finish the 60 Minute Strategic Plan?**

A: Implementation of the plan through commitment by CEOs and senior managers to ensure the right staff are in place to make it happen and due dates get set and met.

## **Q: Does the 60 Minute Strategic Plan work?**

A: Over 8,000 managers representing hundreds of industries have processed thousands of issues so we can say, with confidence, that the 60 Minute Strategic Plan is flexible, easy-to-use, cost-effective, efficient and valuable, having been field tested for 10 years in the U.S. and internationally by thousands of executives.



## Book Review: 60 Minute Strategic Plan

with special note and offer from the book's authors!

Paperback, 168 pages, published December 31, 2006

Book by John E. Johnson and Anne Marie Smith

Review by Vistage member Barbara Bry

I promised my Chair, Jim Wyner, that I'd write a strategic plan for the new venture that my husband and I have started. We have a weekly radio show and podcast, "I'm There for You Baby: The Entrepreneur's Guide to the Galaxy," and our goal is to be nationally syndicated and write a book. But sitting down to write a strategic plan can be worse than a root canal. I keep putting it off but then Jim says, "Barbara, I want to review a draft with you at our next one-to-one, and then you need to present it to the group." Now I have a deadline and I'm accountable to the group. This is getting serious. I have to walk the walk if I'm going to talk the talk.

And like manna from heaven, help comes unexpectedly. Shelly Bowen, the executive web editor for Vistage, asks me to review the book, 60 Minute Strategic Plan, written by John E. Johnson and Anne Marie Smith. Johnson, a Vistage speaker and strategic management consultant, was a long-time Chair in the Sacramento area. He developed the concept for the book out of his experience dealing with many members like me who are naturally impatient and have the attention span of a gnat. His co-author, Anne Marie Smith, was the co-founder of a technical and communication solutions and staffing company.

I'm wary when I read the title. A good strategic plan, I think, takes more than 60 minutes. This definitely won't work. Then I sit down to read the book, which turns out to be an easy and entertaining read that provides a practical outline on how to write a strategic plan with your team. The book includes examples that help you get started, thought-provoking exercises, and a full-size planning worksheet with 12 steps. The goal is to end up with about a 300-word document.

In addition to the book, you can purchase interactive software (\$149) online that explains the entire process with examples, and it allows you to fill out and save your plan on your computer. Even though I'm not the most technically savvy person, I load the software in less than five minutes.

On Friday at 1 p.m., I sit down with the three key members of the team of this new radio venture. I give each person a copy of the worksheet, and we move through the 12 steps, each of which takes

HE DEVELOPED THE CONCEPT FOR THE BOOK OUT OF HIS EXPERIENCE DEALING WITH MANY MEMBERS LIKE ME WHO ARE NATURALLY IMPATIENT AND HAVE THE ATTENTION SPAN OF A GNAT.



about five minutes. With each step, I read a summary of the explanation from the book, we all take a moment to jot down our thoughts independently, and then we have a brief (2-3 minute) discussion. By 2:05 p.m. (OK, it took us 65 minutes!), we have completed the 12-step program, and we're definitely on our way to strategic plan recovery. The steps move in a logical order starting with stating the issue and your assumptions and moving through items such as vision, values, strengths and weaknesses and concluding with a concise title. We had a lot of fun creating the title.

After the meeting, I enter everything on the template on the computer and print it out. Wow! We actually have a good draft of a strategic plan, and no one had to suffer. We will review the document at our next team meeting and most likely make some minor changes. But the hard work is done. And I have something to share with Jim and my Vistage group.

I highly recommend 60 Minute Strategic Plan to business owners and entrepreneurs for not only a specific project but in thinking about the whole company. In particular, I liked the visual format and easy-to-understand explanations, and my team had a good time filling out the worksheet.

Here's how the worksheet turned out. Here's a blank worksheet, courtesy of the authors.

Know of any other strategic planning resources? Share them in the reader review section below.

Barbara Bry is COO of Blackbird Ventures, an early stage venture capital firm, and is also the producer and cohost of a weekly radio show and podcast on entrepreneurship, I'm There for You Baby: The Entrepreneur's Guide to the Galaxy.

Created for Vistage. Copyright © 2007, Vistage International. All rights reserved.

I HIGHLY RECOMMEND 60 MINUTE STRATEGIC PLAN TO BUSINESS OWNERS AND ENTREPRENEURS FOR NOT ONLY A SPECIFIC PROJECT BUT IN THINKING ABOUT THE WHOLE COMPANY.



# “STRAT TALK” GIVES BUSINESSES TOOL TO SOLVE PROBLEMS, MAXIMIZE RESOURCES IN ECONOMIC SLUMP

## **New blog will include ideas of how to leverage tax incentives in \$146 billion federal economic stimulus package**

SACRAMENTO, Calif. – Feb. 13, 2008 – 60 Minute Strategic Plan (60MSP) launched the “Strat Talk” blog today, just in time to help businesses plan for their share of \$50 billion in federal tax incentives approved by the U.S. House and Senate in a \$146 billion stimulus package. The strategic planning blog will address challenges businesses face today and tackle how decision-makers can survive and thrive in any economic environment.

60MSP is a planning and problem-solving solution that uses an easy-to-implement strategic plan to set businesses on course to achieve revenue, profit and market-share goals. Its creator, John E. Johnson, 60MSP chief executive officer, is the Strat Talk blogger and draws on nearly 50 years of effective strategic planning successes to share his insights and answer reader questions and comments.

“Dire predictions for 2008 are causing businesses to hope for nothing more than ‘making it through’ the year. Making it through to what? How? Identify a goal or ideal outcome and then achieve it,” Johnson said. “The key to success is a quick but well thought-out plan that you’ll actually implement in the real world with your available resources, including these promised federal tax incentives.”

The blog will explore the real-world challenges and opportunities readers are experiencing right now and determine how a fast but effective plan can help. A strategic plan enables executives and managers to articulate the best outcome and align and focus limited resource to achieve those goals. Strategic focus and re-focus is the key to success, Johnson said.

The 60MSP process has been field-tested by thousands of executives in North America and abroad since 1997. The plan is available in book, software and workshop formats to accommodate companies both large and small.

Strat Talk is located on the 60MSP Web site at <http://blog.60msp.com/>.

THE KEY TO SUCCESS IS A QUICK BUT WELL THOUGHT-OUT PLAN THAT YOU’LL ACTUALLY IMPLEMENT IN THE REAL WORLD WITH YOUR AVAILABLE RESOURCES, INCLUDING THESE PROMISED FEDERAL TAX INCENTIVES.



# Rapid-Fire Planning to Secure a Bright Economic Future

Many analysts predict rocky times ahead for the U.S. economy. The media has fueled concern by publishing bleak reports that America will move closest to an economic downturn since the current expansion began seven years ago. If the economy contracts as expected, analysts anticipate a retrenchment in the first six months of 2008, with limited improvement in the last two quarters. Meanwhile businesses need to brace against this possibility to stay viable. One way to shore up a business' economic future is through strategic planning.

Effective strategic plans deal with issues that cannot and will not be dealt with by operating the company solely in a business-as-usual manner. When revenue threatens to or dries up, leaders need to utilize inventive thinking and assume higher risk, leading to higher rewards. A company without strategic direction turns its fate over to the condition of the economy, random circumstance, and other people's agendas.

Strategic plans provide an internal leadership tool to plan a course of action to address issues such as economic downturns, unanticipated problems or opportunities, such as productivity, profitability, revenues, management succession, market positioning, market and geographic expansion, and more. A strategic plan identifies a desired vision and the objectives, strategies, goals, tactics, measures and actions needed to achieve a vision.

Strategic planning to ward off challenges such as recessions sounds like good advice but not all executives and senior managers rapidly embrace the idea. Often overworked professionals struggling to keep the business in the black and employees productive have little time to sit down and think through something as time-intensive as a traditional strategic plan. The critical business of the day takes precedence over something as protracted as a strategic planning process.

What these overworked professionals may not know is that strategic planning doesn't have to be onerous. Business leaders such as Dr. Gary Rodriguez have discovered a unique and innovative strategic planning process that takes less than 60 minutes. Rodriguez, president of Leader Metrix, a San Jose, Calif.-based business consulting and sea-level executive company, recently discovered the 60 Minute

A COMPANY WITHOUT STRATEGIC DIRECTION TURNS IT FATE OVER TO THE CONDITION OF THE ECONOMY, RANDOM CIRCUMSTANCE, AND OTHER PEOPLE'S AGENDAS.



Strategic Plan (60MSP), a successful strategic planning process that provides an innovative, cost-effective and field-tested strategic planning process that simplifies complexities so anyone can solve a problem with a plan in less than an hour.

60MSP provides an easy-to-use planning tool guaranteed to improve business decisions and create strategic plans in 60 minutes or less. The value and benefit derived from this strategic process enables CEOs and senior managers in hundreds of industries to effectively process issues and to excel and propel their organizations to new heights of success.

Traditional strategic planning involves key decision makers meeting to brainstorm and develop a framework for a plan. Then a planning expert spends weeks or even months writing a draft that he or she puts through an iterative process. The end result becomes an often large document that may or may not be printed and distributed among staff that may or may not read it or more likely put it in their in-boxes never to be seen again. Or the executive may have the best intentions and call a meeting to discuss the plan. Staff goes back to their offices, puts the plan on the shelf — and without a system of checks and balances — the plan gathers dust.

The 60MSP process is different. With the 60MSP format, strategic planning can be done using 12 steps and two stages completed in less than an hour. Sitting down with a 60MSP consultant, participating in a consultant-lead training or workshop, or using the books and/or software, an individual can create a strategic plan in less time than it takes to go out to lunch.

Rodriguez so believes in the 60MSP process that he not only embraced its use in his company but he also evangelizes its use among his dozens of clients. “The brevity of the plan is amazing,” Rodriguez said. “Generally speaking, strategic planning can be a long, tedious process and by the time you get through it the dynamics of business change may render it irrelevant. By using the 60MSP it's so easy-to-use that you can go back and modify it by using the 12 steps in two stages. The end result will look similar to a traditional strategic plan but with a lot less time involved.”

Rodriguez also emphasized that in strategic planning page count does not make a document more effective or important. The 60MSP results in a single sheet of paper that carefully maps out all 12 steps. “The 60MSP is very comprehensive in terms of giving you a workable plan,” he said. “Just because a manager drills down deeply into a plan does not mean they have covered all of the bases that 60MSP

“STRATEGIC PLANNING CAN BE A LONG, TEDIOUS PROCESS AND BY THE TIME YOU GET THROUGH IT THE DYNAMICS OF BUSINESS CHANGE MAY RENDER IT IRRELEVANT. BY USING THE 60MSP IT'S SO EASY-TO-USE THAT YOU CAN GO BACK AND MODIFY IT BY USING THE 12 STEPS IN TWO STAGES. THE END RESULT WILL LOOK SIMILAR TO A TRADITIONAL STRATEGIC PLAN BUT WITH A LOT LESS TIME INVOLVED.”



covers. The two different stages are really practical and it contains follow through and metrics to measure success.”

The 60MSP process also accounts for implementation. While the majority of traditional strategic plans often gather dust, 60MSP provides a step called Vital Signs to measure and track the strategic plan’s progress. Executives can use the Vital Signs to state what needs to get done and measure whether or not it gets done.

Rodriguez believes the Vital Signs play an important role in ensuring that the 60MSP is successfully implemented and the company realizes the benefits and return on investment. “The vital signs are a key component to the 60MSP and are very helpful in evaluating to what degree you’re on track and moving forward with the plan you devised,” he said. “But the reality is the 60MSP like any strategic plan is subject to the people who really utilize it. So I think companies need to have someone to ensure that the metrics of the plan are monitored, measured and modified accordingly.”

The bottom line on using the 60MSP — executives have nothing to lose but an hour of their time and plenty to gain in terms of excellent planning and problem solving to stay ahead of the curve — especially now at a time when many businesses struggle to stay afloat. “I feel the book and the process are good reminders of the importance of corporate accountability and keeping the company on track. I recommend any company adopt the 60MSP.”

“I FEEL THE BOOK AND THE PROCESS ARE GOOD REMINDERS OF THE IMPORTANCE OF CORPORATE ACCOUNTABILITY AND KEEPING THE COMPANY ON TRACK. I RECOMMEND ANY COMPANY ADOPT THE 60MSP.”



# About 60MSP

60MSP is an effective planning and problem-solving solution introduced in 1997 by CEO John E. Johnson. This innovative, cost-effective and field-tested strategic planning process simplifies complexities so anyone can solve a problem with a plan. Hundreds of companies in many different industries have simplified and processed thousands of issues through the 60 Minute Strategic Plan with financial benefits ranging from thousands to millions of dollars. The 60 Minute Strategic Plan turns problems into progress with rapid-fire change that results in savings and increased revenue. For more information, visit the Web site at [www.60msp.com](http://www.60msp.com).

**MEDIA CONTACT:**

ALISA HICKS  
60 MSP  
775.720.5071  
[AHICKS@MAC.COM](mailto:AHICKS@MAC.COM)

