

Building a Plan for Success

Vision, Alignment, Execution

Patrick Lee, Jr. Partner & President of Chesapeake Think Tank, LLC & CEO of Spark Business Institute

Participants will begin the process of building a plan to move their business from its current state towards a desired state. Using the model of Vision, Alignment, Execution to create the path, owners will set objectives and goals, while identifying the steps and skills needed to implement their plan successfully. Patrick Lee will guide participants through personal learning, goal setting, and group interactions to create a framework for understanding what must be accomplished in order to overcome the status quo. The concept of the Great Small Business Plateau will be explained and business owners will understand their business inhibitor(s). This session will lay the groundwork for all future sessions of the Small Business Academy.

Building Your Brand

What's Your Brand Voice?

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