

From Frank Kozak and Dick Bauer

*Owned our own businesses.
Solved our business problems.
We can help solve yours.*

**Contact us to schedule an
exploratory meeting:**

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*We don't sell business advisor
services. We sell how to grow
your business profitability.*

The Only Strategic Framework You Need (and it is one page long!)

We're sharing a secret strategic planning tool. Follow this concise framework, execute on it, and you will be ahead of your competitors. We've made it simple. Give it a try on your business: engage your team, add in specifics of each item below as warranted, and then apply it to your business daily.

1. Strong Leaders are needed that are Visionary, Visible, Motivational, and Communicative

2. Have the Right People on the Bus, in the Right Seats

- A. Build the team and organize in a way that generates top-line and bottom-line growth
- B. Maintain a fast, flexible, flat organization
- C. Constantly empower employees and delegate down

3. Strategic Planning and Execution

- A. Plan and prioritize all work. Work the plan. Monitor the progress.
- B. Discipline, commitment, and personal accountability are required by everyone
- C. Create mini-business plans for all initiatives, with measurable objectives and milestones

4. Operational Excellence and Flawless Execution

- A. Instill systematic methodologies that are repeatable and cyclical, and practiced consistently and regularly by everyone in the company
- B. Set measurable goals at every level of the company
 - Monitor financial performance at all levels
 - Increase goals every year (Stretch!)
- C. Implement lean thinking and continuous improvement programs

5. Develop and Maintain a Performance-Oriented Culture

- A. Establish individual performance expectations/rewards and provide frequent feedback, based on valid measures of productivity, quality, teamwork, innovation, self-management, and ownership of job
- B. Establish training and professional development programs at all levels
 - Invest in improving individual capabilities
 - Develop the senior management team
- C. Practice open book management
 - Develop a culture based on trust and open communication (free flow of information)

6. Creativity Before Capital

- A. Spend capital, including adding headcount, only after all current processes are demonstrated to be running as efficiently and effectively as possible
- B. Strictly adhere to financial planning and forecasting requirement
- C. Define the need, payback period, and ROI of all endeavors and purchases

7. Active Management Participation

- A. Senior managers must work on the business, not just in the business

8. Make Efficient Use of Technology