
Propel

Growth Strategy Workbook

Stream: Evolve & Innovate

Write Your PURPOSE in Pen, Your PATH in Pencil

By the end of the Propel program, you will have built a powerful, personalized, thoughtful, actionable [STRATEGIC PLAN for GROWTH](#). Here's how!

Use the forms in your [GROWTH STRATEGY WORKBOOK](#) to support your successful business growth.

The [BUSINESS STRATEGIC PLAN TEMPLATE](#) that you develop throughout the Propel program is a “living document” reflecting your learning experience. It is a plan for how you will purposefully achieve your growth goals over the next months and years.

Please be prepared to revisit it regularly as you implement the Plan. Adjust your key objectives and key performance indicators (KPIs) as you put your learnings into practice, find what serves you and what should be tweaked. You may even find that you wish to refine the big guiding principles: [PURPOSE, MISSION, VISION, VALUE, YEAR FOCUS](#).

The [BUSINESS STRATEGIC PLAN TEMPLATE](#) you develop is your roadmap for your business growth journey. It will give you guidance, focus, support, and reflection prompts. It will help you grow your business!

This is how you build it using the documents provided for each module:

1. During the month, as you take in the curriculum, capture your Key Learnings.
 2. Following the Monthly Cohort Session, capture:
 - a. My Accountabilities, which help you focus your forward momentum.
 - b. What you learned from your Cohort.
 - c. My Key Takeaways.
 3. Reflect on and record your answers to the questions on the next three pages.
 4. Given what your learnings from #1 and #2, think about how to apply them.
 - a. Turning to the [BUSINESS STRATEGIC PLAN TEMPLATE](#) - where it makes sense - given what you recorded in step 2 and 3.
 - b. Identify [KEY OBJECTIVES](#). Then, capture what:
 - i. [INITIATIVES](#) are most critical during the [YEAR FOCUS](#) period.
 - ii. How you'll test your progress. Identify which activities will drive and demonstrate progress – your [KEY PERFORMANCE INDICATORS \(KPIs\)](#) – and how you'll measure and monitor them. Schedule regular reviews so that if something is going offside, you can promptly identify and take corrective action.
-
-

Business Strategy

Let's get started.

Now, let's strategize your business!

We have provided a template for you to work on throughout the year. If you have your business strategy completed, good for you! Now you can execute on your strategy. If you haven't completed your strategy, it is time to get started.

Here's how to complete the business strategy template. Questions are provided below to guide you.

Purpose

Why did you create this business?
What is the dream?
What gets you out of bed in the morning?

Vision

What are you aiming to achieve?

Mission

Why are we building this business?
How will you achieve your vision and purpose?

Values

What does your business stand for?

Focus

What direction are you taking your business this year?

Key Objectives

What will you work on this year?
Does it align with your vision, mission and purpose?

Initiatives

What are the priorities?
Does it align with your vision, mission, and purpose?
How will you execute on these priorities?

Key Performance Indicators

How will you measure it?
Are you measuring the right things?

Business Strategic Plan Template

2022-2023 STRATEGIC PLAN				
PURPOSE:				
MISSION:				
VISION:				
VALUES:				
YEAR FOCUS:				
KEY OBJECTIVES				
LEADERSHIP	FINANCE	OPERATIONS	HUMAN RESOURCES	SALES & MARKETING
INITIATIVES				
KEY PERFORMANCE INDICATORS				

Propel Kick off Retreat - June

You can use this as your checklist and journal for your leadership and business journey.

Keynote & Workshop	Here's What I Discovered
Keynote	<p>My Key Learnings</p> <ol style="list-style-type: none">123
Workshop	<p>My Key Learnings</p> <ol style="list-style-type: none">123
Retreat Overall	<p>My Key Learnings</p> <ol style="list-style-type: none">123

June: Understanding Your Profit Model

Monthly Session

My Key Learnings (List up to 3):

My Accountability

Last month I said I would do...

This is what I did...

Today I learned...

By next month, I will...

Monthly Cohort Session:

Session:

Lessons Learned from my Cohort:

My Key Takeaways:

June: Understanding Your Profit Model

My Development

What have I learned about myself?

What can I work on as a business owner?

June: Understanding Your Profit Model

My Business Progress

My Business Opportunities

My Business Challenges

June: Understanding Your Profit Model

Potential Solutions

List at least three possible solutions.

Next Steps

What are you going to do next?

July: Determining Your Competitive Advantage Through Market Research

You can use this as your checklist and journal for your Propel journey.

Monthly Session	
My Key Learnings (List up to 3):	Monthly Cohort Session:
	Session: Lessons Learned from my Cohort:
My Accountability	My Key Takeaways:
Last month I said I would do...	
This is what I did...	
Today I learned...	
By next month, I will...	

July: Determining Your Competitive Advantage Through Market Research

My Development

What have I learned about myself?

What can I work on as a leader?

July: Determining Your Competitive Advantage Through Market Research

My Business Progress

My Business Opportunities

My Business Challenges

July: Determining Your Competitive Advantage Through Market Research

Potential Solutions

List at least three possible solutions.

Next Steps

What are you going to do next?

September: Practical Digital Marketing

My Development

What have I learned about myself?

What can I work on as a business owner?

September: Practical Digital Marketing

My Business Progress

My Business Opportunities

My Business Challenges

September: Practical Digital Marketing

Potential Solutions

List at least three possible solutions.

Next Steps

What are you going to do next?

October: Customer Experience Essentials

My Leadership Development

What have I learned about myself?

What can I work on as a leader?

October: Customer Experience Essentials

My Business Progress

My Business Opportunities

My Business Challenges

October: Customer Experience Essentials

Potential Solutions

List at least three possible solutions.

Next Steps

What are you going to do next?

November: Business Plan Refresh

My Development

What have I learned about myself?

What can I work on as a leader?

November: Business Plan Refresh

My Business Progress

My Business Opportunities

My Business Challenges

November: Business Plan Refresh

Potential Solutions

List at least three possible solutions.

Next Steps

What are you going to do next?

December: The Art of Pitching

You can use this as your checklist and journal for your Propel journey.

Monthly Session	
My Key Learnings (List up to 3):	Monthly Cohort Session:
	Session: Lessons Learned from my Cohort:
My Accountability	My Key Takeaways:
Last month I said I would do...	
This is what I did...	
Today I learned...	
By next month, I will...	

December: The Art of Pitching

My Development

What have I learned about myself?

What can I work on as a leader?

December: The Art of Pitching

My Business Progress

My Business Opportunities

My Business Challenges

December: The Art of Pitching

Potential Solutions

List at least three possible solutions.

Next Steps

What are you going to do next?