

Eurico Rosa Da Silva

Business *Strategy*

Overview

This document was developed to ensure the timely, accurate, and targeted delivery of deliverables to ensure the foundational elements of business execution strategy. It is a blueprint that contains the messaging, channels, and guidelines designed to keep the requirements for the project in motion.

Situation *Audit*

The current landscape and level of the business strategy Proposed

Project Plan & Investments Itemized - 3 months

Description	Hours	Frequency	Price/hour	Total + Tax (13%)
<i>The heart of your Passion</i>	14	Daily (7 days, 2 hours per day)	Complimentary	0
Service Strategy	6	weekly (2 hours/week)	250	1500
Audience Profiling	2	weekly (2 hours)	250	500
Branding/ Marketing Channels	4	Weekly (2 hours)	250	1000

Milestones/KPI	2	Weekly (2 hours)	250	500
Assets	1	Weekly (2 hours)	250	250
Execution Strategy	8	Weekly (2 hours)	250	2000
Outreach Strategy	4	Weekly (2 hours)	250	1000

Payment Structure:

Monthly	Payment Plan (Total + Tax 13%)
Month 1 1. 7 Day's To Passion Clarity Bootcamp 2. Service Strategy	\$1500
Month 2 1. Audience Profile 2. Branding Marketing Channels	\$1500
Month 3 (Can be broken out into 2 months) 1. Milestones/KPI 2. Assets 3. Execution Strategy 4. Outreach Strategy	\$3750 (or two payments of \$1875)

Process Orientation Schedule

Internal Communication Goals	Achieved?
7 Days To Passion Clarity Bootcamp: (The Heart of your Passion): Get Clear Understanding of Your Internal Drivers (Passion)	<input type="checkbox"/>
Service Strategy: Clarity of Message, Vision, Mission, Value, Market Fit	<input type="checkbox"/>

Audience Profiling: <i>Best audience targets that match/will find value for your message, research types of organizations, associations, affiliations, network, groups, etc.</i>	<input type="checkbox"/>
Branding/Marketing Channels: Best approach to market, speaker clubs, agencies, networks, associations, affiliates, podcasts, events	<input type="checkbox"/>
Milestones/KPIs: Project timelines established, key performance indicators brainstorming and agreements	<input type="checkbox"/>
Assets: Media assets, speaker reels, accolades, etc.	<input type="checkbox"/>
Execution Strategy: Leveraging the data gained, build out the outreach strategy and action items	<input type="checkbox"/>
Outreach Strategy: Identify key hires - reachout responsibility and ownership, Outreach list build out - targeted profiles, <i>Preparation of scripts, targets</i> all other remaining actionables required	<input type="checkbox"/>

Communication Strategy

Steps to take to achieve a clear communication strategy

Alignment of Objectives

Communication Goals	Strategic Alignment
Weekly 2 hour sessions to ensure deliverables are completed and progression of timelines	Each week we will have a targeted agenda to ensure productivity is enhanced and goals achieved
Additional work to be completed on off hours	Each week you will have a virtual workspace inside of The Passion Lab to coordinate and share progress reports

Strategy *Evaluation*

Our evaluation plan, measures of success, learning, and next steps

Conclusion - Weekly Evaluations of Progress

- Was this strategy effective?
- What worked? What should we do more of?
- What didn't work? What should we stop doing?
- What other improvements can we introduce?