



Why Your Business Needs a Strategic Plan

If you don't know where you're going, any direction will do.

Think of your business as an automobile race with your competitor. The objective is to be the first to get to a distant city.

But, just like the real business world, it's pitch dark and there are no road signs. Who'll win? The one with the most fuel? The smartest driver? The one with the hardest working engine? Probably neither one.

At GOLDBERG The Business Advisors we believe the winner will be the one with the road map—the strategic plan.

The plan that obligates you to focus on your objectives, evaluate your strengths, weaknesses, opportunities and threats. A strategy that is specific, measurable and achievable.

An action plan that will get you and your management team all rowing in the same direction.

A blueprint that will guide you through the obstacles, past your competition, and towards your objectives efficiently and effectively.

But how do you implement your strategic plan? How do you determine where you want to be? And how do you know when you're there?

The Incite strategic planning system will resolve these and most other problems that owner/managers encounter with strategic planning. Incite is an economical, high value, phased method of developing a practical strategic plan—on time—on budget.

Incite—a call to action—probably the best investment you can make in your business.

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