

# STRATEGY & BUSINESS PLANNING.





Problem?	Solution
Not sure where to start with strategy and business planning?	Ask us about our 'One Direction' method. From organisation to team level: a new approach to business planning, metrics and measuring progress.
Strategy in place but struggling on which priorities to tackle first?	
Priorities in place but finding it difficult to identify tangible result measures for them?	
Want to get strategy/priorities down to team level so everyone is pulling in same direction?	
Frustrated about finding out about poor results too late or getting nasty surprises?	
Want to make sure team are focused on the right things every day?	

# LIGHTBULB PERFORMANCE

Strategy–Priorities–Metrics–Momentum: One Direction!

- Is the team's focus in the wrong place?
- Are individual's often 'doing their own thing'?
- Not hitting the targets/standards/goals expected?
- Finding it hard to identify what the priorities should be?
- Or just wanting to inspire and motivate the team for even greater impact?
- **FREE REVIEW** of what you are currently doing around planning, priorities and measuring success - FREE advice provided for you using our approach



- **Welcome to 'One Direction': A unique way of identifying what we should be doing and how we are doing....**
- A step-by-step methodology that takes you from where you want to be through to identifying priorities and designing quick-and-easy, **powerful KPIs/metrics** to measure progress and help you get there: in an all-new way
- Includes an **'early warning' mechanism** you won't see anywhere that identifies issues before it's too late and tells you what to do now!
- Front-of-mind: A **'whiteboard' visual dashboard** approach to keep everyone focused – not hidden away in drives and databases!
- A common-sense link throughout from organisation strategy to the team member's priorities
- **One Direction for green lights, not red ones!!**



"A way of doing KPIs that makes for a refreshing change"

"We use the One Direction approach to help us achieve our long-term goals in a simpler way and with greater buy-in"

ual: university of the arts london



"Helps focus the team towards what we need to be doing more and less of!"

RAYMOND JAMES®  
INVESTMENT SERVICES

"I can honestly say that Lightbulb's way of turning strategy into priorities and KPIs has made us more successful"



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