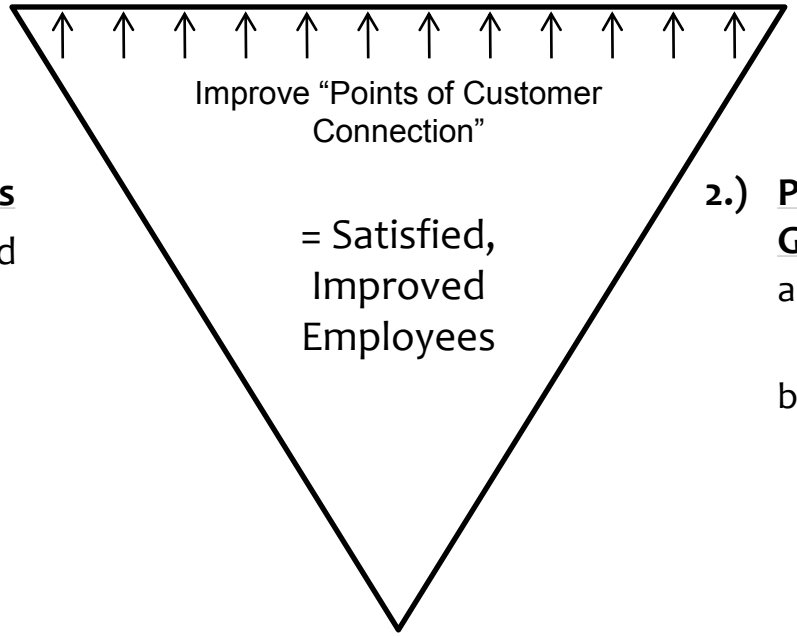
Leonard Strategic Advantage (LSA)

Company Business Model

Objective/Focus = "To Attract and Maintain Customers" !



3. Improve Business Processes

- Modify or create improved business processes
  - ↑ Operations
  - ↓ Cycle Time

2.) People Development – Drive Strategic Goals throughout the organization

a.) "Leadership," "Sales" Development and More.

b.) Develop Goals – measure, accomplish

- know their w/w/w/w/h/w/m + PBC
- Improved Results = Goal Oriented Business
- Both personal & organizational goals

c.) Ask + Goals = PBC = IR (Org. & Pers.)

1.) Develop a Strategic Plan (Customer Focused)

- "Where You Are" "Where Going" "How to get there"
- Vision, Values, Mission/Objectives, Critical Success Factors/Strategies
- Specific Goals, Action Steps: w/w/w/w/h/w/m

*Then Operationalize

- throughout the Organization

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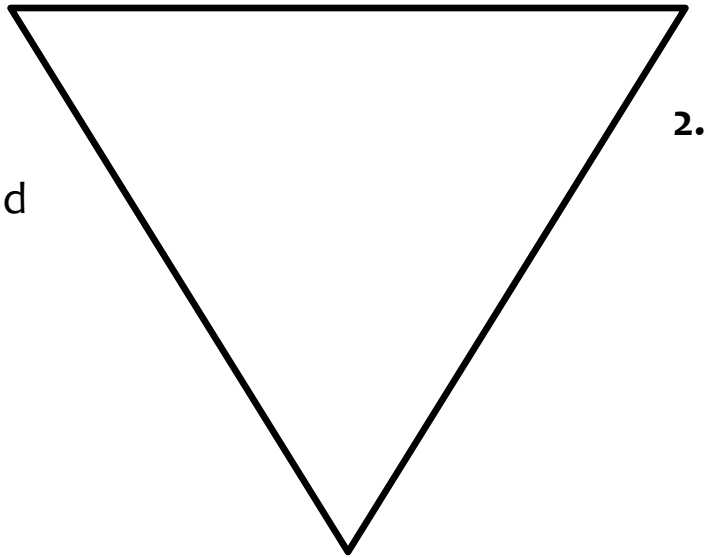
Focused on Results: Measurable and investment payback within a year

Leonard Strategic Advantage (LSA)
Coaching Business Model

Objective/Focus: Better, Balanced "Happy" Life/Business (Happiness)



3. **Attain Goals**
   - We are "Happy" setting and achieving goals
   - = a more Balanced life

2. **Coaching**
   - Do a lot of listening
   - Keep Focus on your goals
   - Can be done in a group, 1:1 or even via phone
   - Top athletes utilize coaches

1. **Develop Goals and Specific Skills**
   - Personal & Professional Goals
     - We have Two Life Wheels
     - SMART..... measurable
   - Having a Goal Directed Life = improved results
   - Ask + Goals = PBC = IR (Org. & Pers.)

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