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/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/h/w/m
   *Then Operationalize
      - throughout the Organization

Focused on Results: Measurable and investment payback within a year

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Leonard Strategic Advantage (LSA)
Coaching Business Model

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

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.)

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

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

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