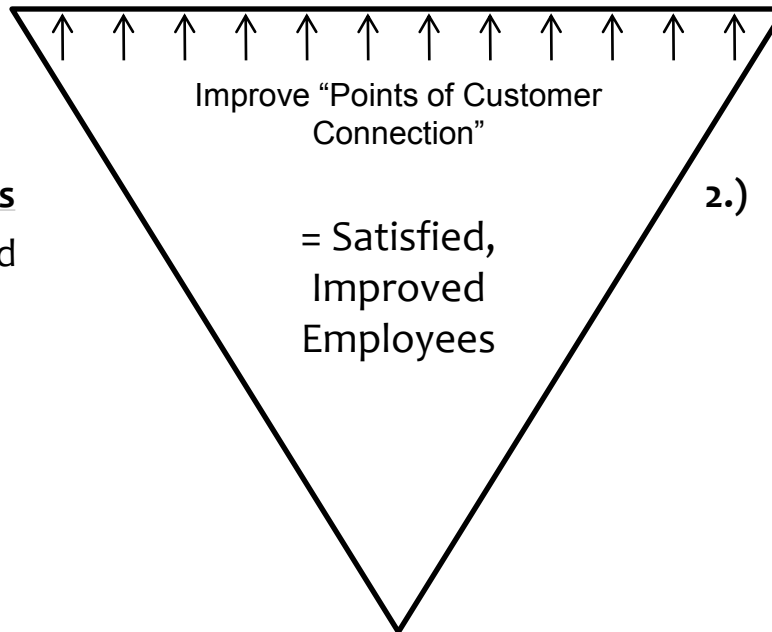


# Leonard Strategic Advantage (LSA)

## 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

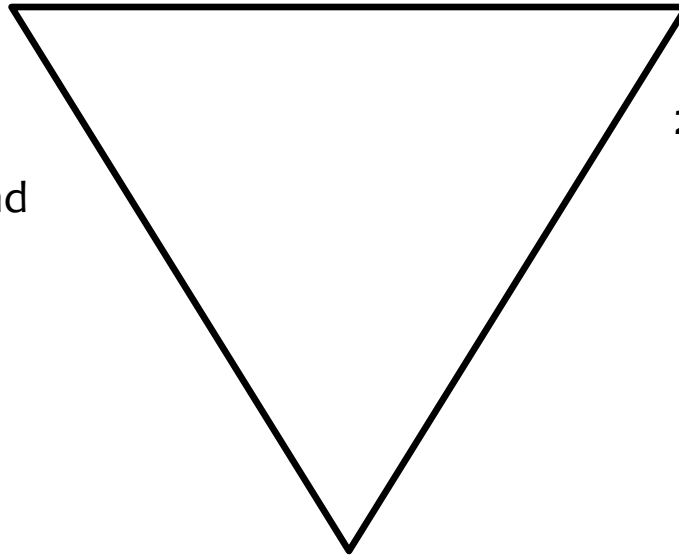
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Focused on Results:  
Measurable and  
investment payback  
within a year

# 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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