



PERSONAL STRATEGIC PLANNING

2024

You Can't Go Through 2024 Without A Plan
Rethink, Reinvent, Reposition

Introduction

- Truth is we are living in **Challenging** and yet **Interesting** times.
- Our country with its challenges has great **potential** (just like you) and **opportunities**, but many of us don't see them and yet the world is seeing them. **WHY? Deuteronomy 28: 43-44** ("Foreigners who live in your land will gain more and more power, while you gradually lose yours. 44 They will have money to lend you, but you will have none to lend them. In the end they will be your rulers.)
- Many of us are **wishful thinkers** with **no plan** (*The one day is one day generation*).
- There reason many of government and companies strategic plans are not working, is because the people that must implement have no plans of themselves.
- In today's fast-paced and ever-changing world, personal strategic planning has become more important than ever.
- It is a lifelong journey of self improvement, growth, and self-discovery.
- You can not navigate 2024 without a plan if you want to be successful in life.
- Personal strategic planning allows you to unleash your true potential, improve your skills, and become the best version of yourself.
- It is not just about achieving professional success, but also about finding fulfilment and happiness in all aspects of your life.

I want to see again

LUKE 18: 35-43

- **CANAAN THE PROMISED LAND FLOWING WITH MILK AND HONEY. WHY ARE WE STRUGGLING AND OTHER ARE PROSPERING.**
 - A country where living conditions are good and people have the opportunity to make a lot of money
- He came to the outskirts of **Jericho**. A blind man was sitting beside the road asking for **handouts**. When he heard the rustle of the crowd, he asked what was going on. They told him, “Jesus the Nazarene is going by.”
- He yelled, “Jesus! Son of David! Mercy, have mercy on me!”
- Those ahead of Jesus told the man to shut up, but he only yelled all the louder, “Son of David! Mercy, have mercy on me!”
- Jesus stopped and ordered him to be brought over. When he had come near, Jesus asked, “What do you want from me?”
- He said, “Master, I **want to see again.**”
- Jesus said, “**Go ahead—see again! Your faith has saved and healed you!**” The healing was instant: He looked up, seeing—and then followed Jesus, glorifying God. Everyone in the street joined in, shouting praise to God.

Look Back, Think Ahead

- ***LET'S REVISIT THE PAST...***
- The past has passed and there's nothing we can do about it now.
- HOWEVER, that doesn't mean you can't learn valuable lessons from the year and make essential changes based on **predicted trends**.
- **Consider the following:**
 - How has your life been in the past five years?
 - Could you have explored any new directions?
 - Did anything not work out the way you expected and thus needs adjusting?
 - Is there something you wish you'd tried?
 - Did you keep an eye on the ever-evolving industry trends?
 - Do you have the required skills to meet the trends?
 - Currently do you think your life will change for the better in the next 3 years with the way you have been doing things?

About Trends & Why Trends ?

- Why do you need to worry about these so-called trends anyway?
- First, let's clarify the difference between a trend and a fad.
- A fad is something that is very popular for a short period of time but doesn't really prove effective or sustainable.
- Whereas trends are developments or changes in situations, or the ways people behave. Trends are usually longer lasting because they are effective. However, they are always evolving in the dynamic, ever-changing world.
- **TRENDS ARE VERY IMPORTANT IN REINVENTING AND REPOSITIONING.** I mean Trends not Fads”
 - 😊 **Client Satisfaction:** People often seek the latest and most effective things to do or routines... sometimes simply to keep things fresh and interesting. By staying informed about trends, you can cater to their preferences and keep them engaged and satisfied with their interests.
 - **Results and Effectiveness:** New trends may introduce innovative methods that can enhance customer satisfaction. If you're on top of these trends you can integrate new techniques and tools into your programs, potentially leading to better results for your clients.
 - **Variety and Engagement:** Different trends can add variety to routines, preventing boredom from monotony. Incorporating new programs keeps clients engaged and motivated, making it more likely that they will stick with you.

About Trends & Why Trends Cont...?

- ✓ **Industry Credibility:** Staying current with the latest trends enhances your professional credibility. Clients are more likely to trust people who demonstrate knowledge of the latest developments, and this trust can contribute to positive and lasting relationships (as well as retention and referrals!).
- 🛠️ **Adaptability:** Every industry is fast-paced and dynamic. People who stay updated are better equipped to adapt to changes and adjust their methods accordingly. This adaptability is crucial for ensuring that clients receive the most effective and up-to-date guidance and makes you or your business more flexible and able to pivot if needed.
- 🐼 **Networking and Community Building:** Attending workshops, conferences, or networking events related to the latest trends provides opportunities for knowledge exchange and collaboration, fostering a sense of connection and community among professionals.
- 🗣️ **Marketing Opportunities:** Clients often seek out those who offer something unique or cutting-edge. Marketing yourself as a person who is knowledgeable about the latest trends in your industry can be an asset when attracting new clients, especially those who are looking for innovative and modern approaches to experiences.

Personal Branding: Rethink, Reinvents, Reposition – Why?

- Personal branding is the process of creating a brand identity for a person or a company. As the name suggests, this is a brand for you or your business.
- Essentially, it is how you project your brand and its values to the world and ensure that your target audience knows who you are, what you stand for, and why it's worth choosing you over your competitors.
- Personal branding is not just about marketing but about being your marketer. It is about standing for yourself and your business to command respect and confidence from your peers and customers.

Why Is Personal Branding Important?

- In an era where people's attention spans are getting shorter by the minute, the need to make an impression is more important than ever. And the best way to do this is by creating a solid and memorable brand identity.

The Power of Brand



\$1.25



\$3.25

Whether its personal or business, **building a brand is one of the most profitable decisions you will ever make**

Lets Get Started

- One good place to start is by cleaning up your social media accounts.
- Lets get to a clean Canvas which we can sketch from.
- You can control what your reputation is online, and so you don't want anything you post on social media to negatively impact your presence.
- If you don't have a presence on social media, start one – its more like an online CV.



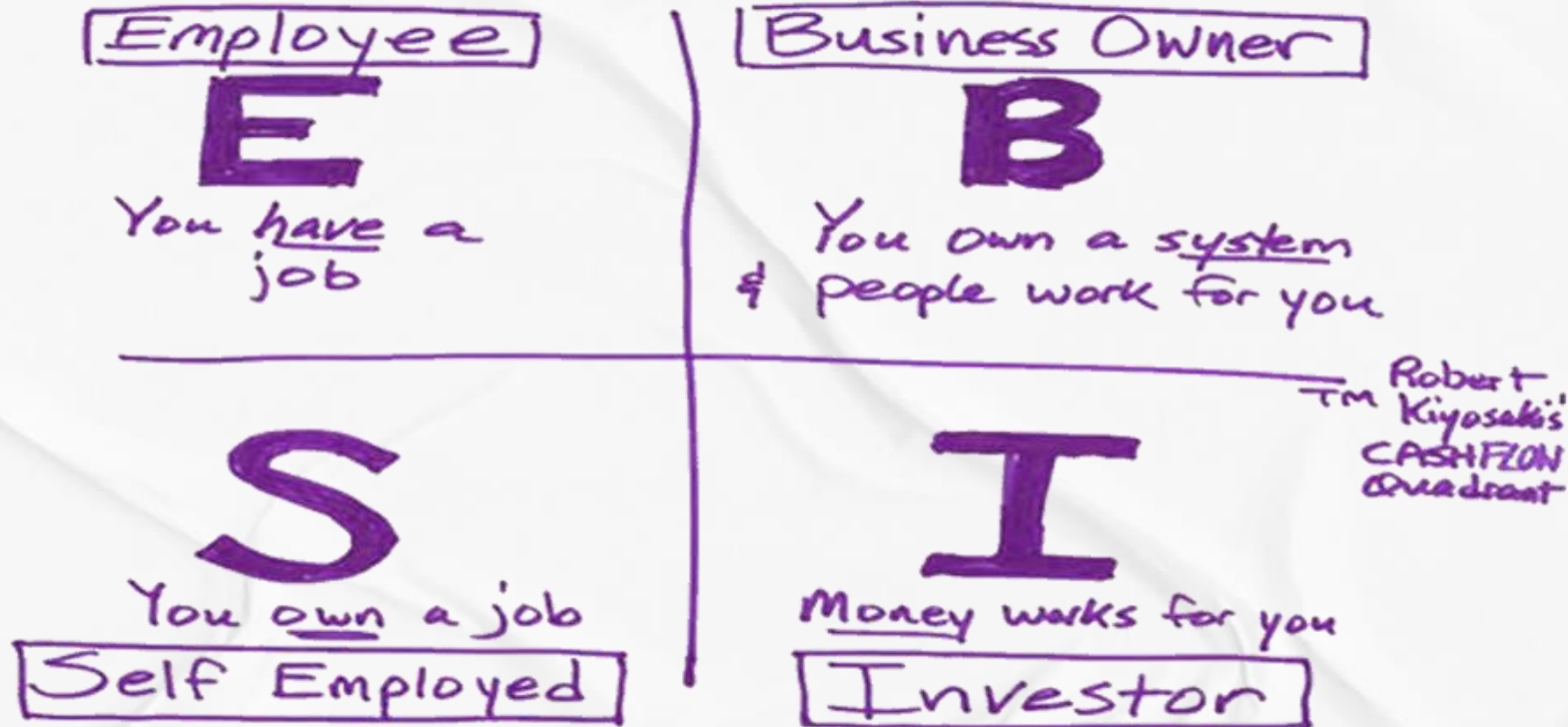
The WHY?

- The Important Question to ask is “ Why are you doing this”.
- **'Why?' The Question if answered honestly can Change Lives and Guides Success.**
- The answer to the question, *why?* is the most important discovery you can make. It will help you reveal conflicts and change results that don't work for you in every area of life. Including entrepreneurship.
- The good news, though, is that it's not too late to consider this question now.
- Great success always comes from doing what you love for the right reasons.
- *Why do you Exist. Why does your business (or intended business) exist? And: Why are you working?*
- Make sure you formulate your answers in a quiet place and under no time constraints.
- Write down your answers and put them away for a day.
- Come back in 24 hours and read your answers again.
- If they feel right, keep them close by. **Read them every morning**, and let them guide your decisions and actions.
- You will be amazed by what happens.



Where Are you Positioned Currently?

If you are not Unemployed

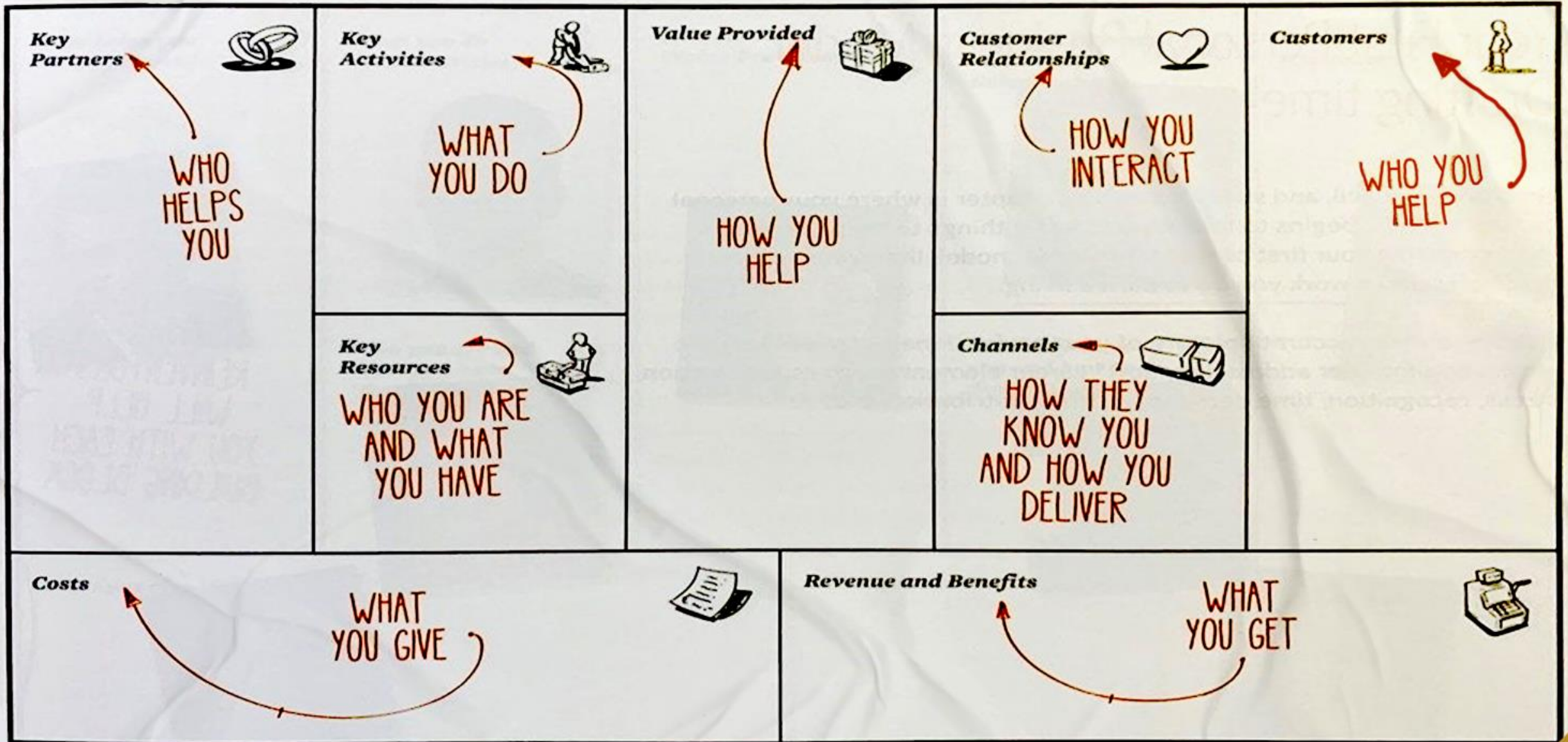


The “Personal” Business Model Canvas

- Personal business model canvas fondly called “Business Model You” is a personal tool for professional development.
- It helps people define their own personal business model, picturing the business as a person.
- It helps users to discover and visually summarize their networks, skills, activities, resources, and value propositions on a one-page canvas.
- The major advantage of this tool, and of the overall “Business Model You” concept, is that it encourages people to develop a strategy to reinvent themselves, careers and businesses.
- While people typically write a **descriptive resume**, the canvas helps you understand how other **people perceive** your **value**.
- It is all About Creating **VALUE**.



THE PERSONAL BUSINESS MODEL CANVAS



Value Proposition - How You Help

- Abundance is created in our lives when we place Value on being of service in all we do.
- **HOW YOU HELP**
This column helps you define how you help people in getting their job done and what value you create.
- When you brainstorm about your **repositioning**, this is the **key column of the canvas**.
- What is the job you are you going/doing to do and what benefits are gained by the customers?
- To aid your brainstorming exercise, you can also think about your “Key Activities” and how these ones result in Value offered to your Customers.
- **Vision Creation**, must be Outwardly looking – Of service to others

Key Activities - What you do

- This column should contain the tasks you perform regularly.
- These will include goals, objective, projects and actions to be perf daily.
- Note down only the key activities you regularly perform to improve your yourself, customers/partners/stakeholders,
- Instead of a long list of activities, reduce the list to one that notes down the truly important activities on the canvas.
- Keep it in mind that what you do changes with time and is also dependent on who you are.

Key Resources - Who You/What You Have

- Every person and all businesses need resources to function.
- The column includes who you are, what interests you,
- What you can do (your abilities and skills),
- Your personality, and
- What you have (knowledge, experience, personal and professional networks, and
- Other big or little resources or assets).
- **What skills and Resources you need.**

Cost Structure – What you give

- Every person or business incur costs through their operation
- Cost structure shows how and where you or your business spends money to conduct operations.
- Use your key activities to define the associated costs and determine if they all align with your outlined value propositions.
- Determine both fixed and variable costs and those you expect to change if your you expand or diversify
- This may make it easier to adjust your business model canvas later and add new or rising costs as they emerge.
- Note down all costs associated with your work.
 - **Cost-driven:** All costs are reduced wherever possible.
 - **Value-driven:** Focus is on greater value creation.

Key Partners - Who Helps You

- This column helps to identify the “Key Partners” that support you – minimise your time with time wasters.
- Key partners are the relationships and affiliations vital to you or your company's success
- Define each resource person and link them to your activities that needs to be achieved.
- Individuals and companies build partnerships to optimize their business, reduce risk or gain resources.
- Evaluating partnerships helps you link them with activities to determine what a partner is achieving and if they can take on more opportunities.
- It can also be useful for identifying which relationships are serving your business and which are not.

Customers Segments - Who you Help

- Not Every One will like you or buy from you. (Segment your friends and family)
- Who is the Target Market (Individuals and companies that can buy the product or service.
- Market or customer segments refer to customer groups your or your business interacts with.
- Your or you business will benefit from identifying and understanding customers by grouping them into segments with common characteristics.
- By grouping, you can link them with relevant channels and explain how your products, services or value propositions add value to unique customers.
 - *Who are our customers or markets?*
 - *Who are our most important customers?*
 - *What segment provides the most revenue*

Channels - How they Know You or Your company/How You Deliver

- How do you get the word out there?
- Channels bring a company's value proposition to customers through communication,
- Channels focus more on attracting customer attention
- Key information related to the main marketing phases, awareness, evaluation, purchase, delivery, and after-sales.
- Some things to be noted are: how your potential customers find out about you, how you help customers appraise your value, how new customers hire you or buy your services, how you deliver value to customers, and how you continue to support customers and ensure they are satisfied.
- Social media, Public speaking, Electronic mail, Networking, Search engine marketing, Search engine optimization, Sales and promotions for commissions, Affiliates, Existing platforms, Public relations, Trade shows, Community building, Offline advertising (billboards, TV, radio)

Customer Relationships -How You Interact

- The biggest risk personally and in business is not to lose money but relationships .
- As people and companies we should maintain customer relationships to acquire and retain customers and boost sales.
- Describe the interactions and support your company provides to its customers.
- This could include customer support offerings, online interactions or other strategies to deliver on your value proposition.
- Some companies choose to provide support for an additional charge. You may want to note special circumstances and outline how you work with customers.
- Common categories of customer relationships include:
 - Well Defined Customer Service Standards
 - **Show your appreciation** – Thank your customers for their business and let them know you appreciate their loyalty.
 - **Be consistent** – Consistency is key to keeping customers happy. Ensure your product or service is always of high quality and that your customer service standards are always met.
 - **Offer rewards** – Offer loyalty rewards such as discounts, exclusive offers, or early access to new products or services. This will give customers an incentive to stick with you.
 - **Be available** – Make sure your customers can always reach you when they need to.

Revenue streams – What You Get

- What are the sources of income?
- Revenue streams represent a company's sources of cash.
- Most revenues comes from either one-time customers or ongoing payments.
- As you create your business model canvas, consider drawing a line between your customer segments, their corresponding value propositions and the resulting revenue stream.
- Identifying revenue streams can help you assess if you're adequately charging for all your company's services.
- Similarly, linking revenue streams with customer segments and value can allow you to evaluate any gaps in your service.
- **Examples of revenue streams include:**
 - Pay per product (pay per view)
 - Fee for service
 - Fixed rate
 - Subscription
 - Dividends
 - Referral feeds

Final Words

- Having no Plan is suicidal
- A business is nothing without a personal brand behind it.
- However, this does not mean you must forsake your business for your brand. Instead, it would be best to have a clear and purposeful strategy for the two.
- Personal branding can only be successful if backed by a strong business strategy.
- If your plan is weak, your brand is already defeated before it has even begun.
- When you integrate your business and personal brands, you have a powerful branding combination that can help you reach your goals faster and easier.
- Staying informed is an ongoing process but remember to have fun as you look to the year ahead and make new and exciting plans

I thank you...

