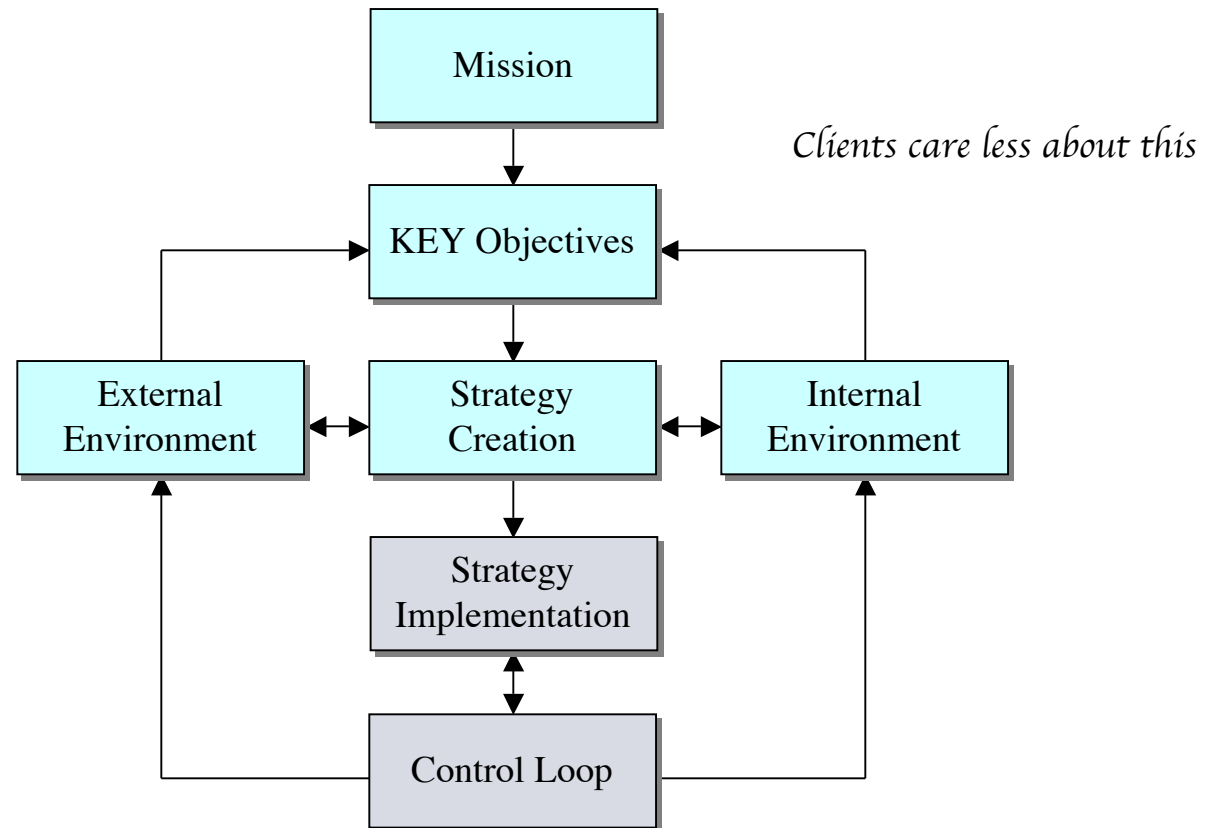


# Strategy - Part 2

*Making it happen*

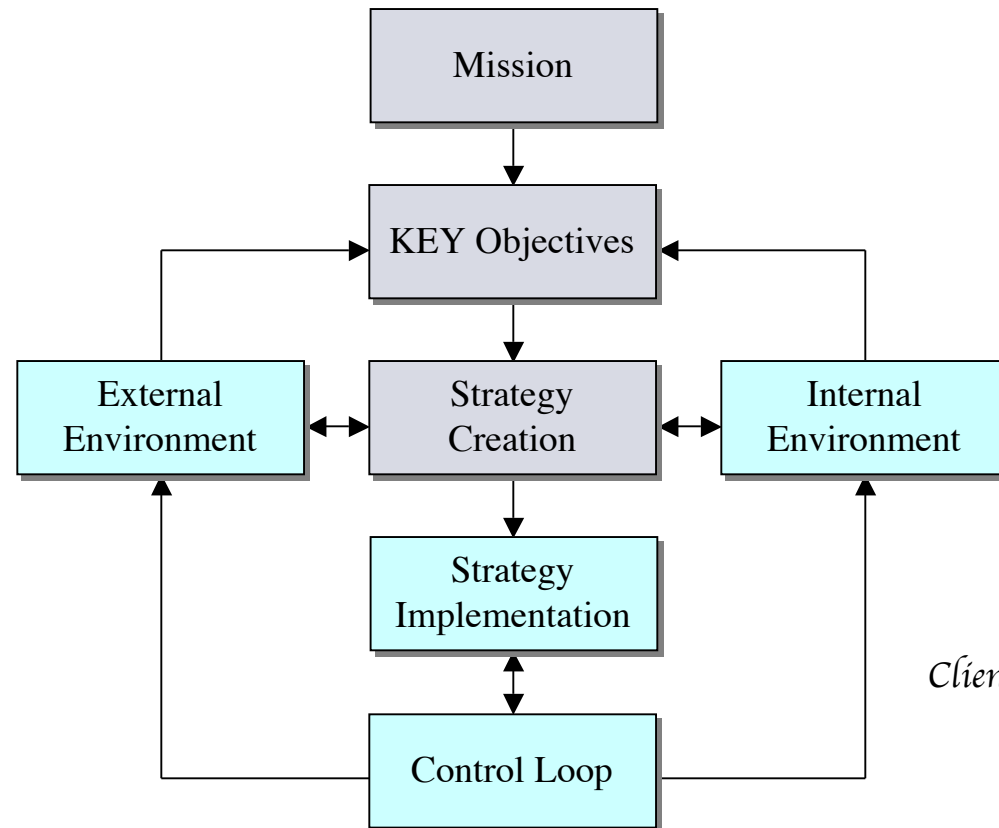
# Objectives



## Doing the right things

*Making it happen*

# Objectives

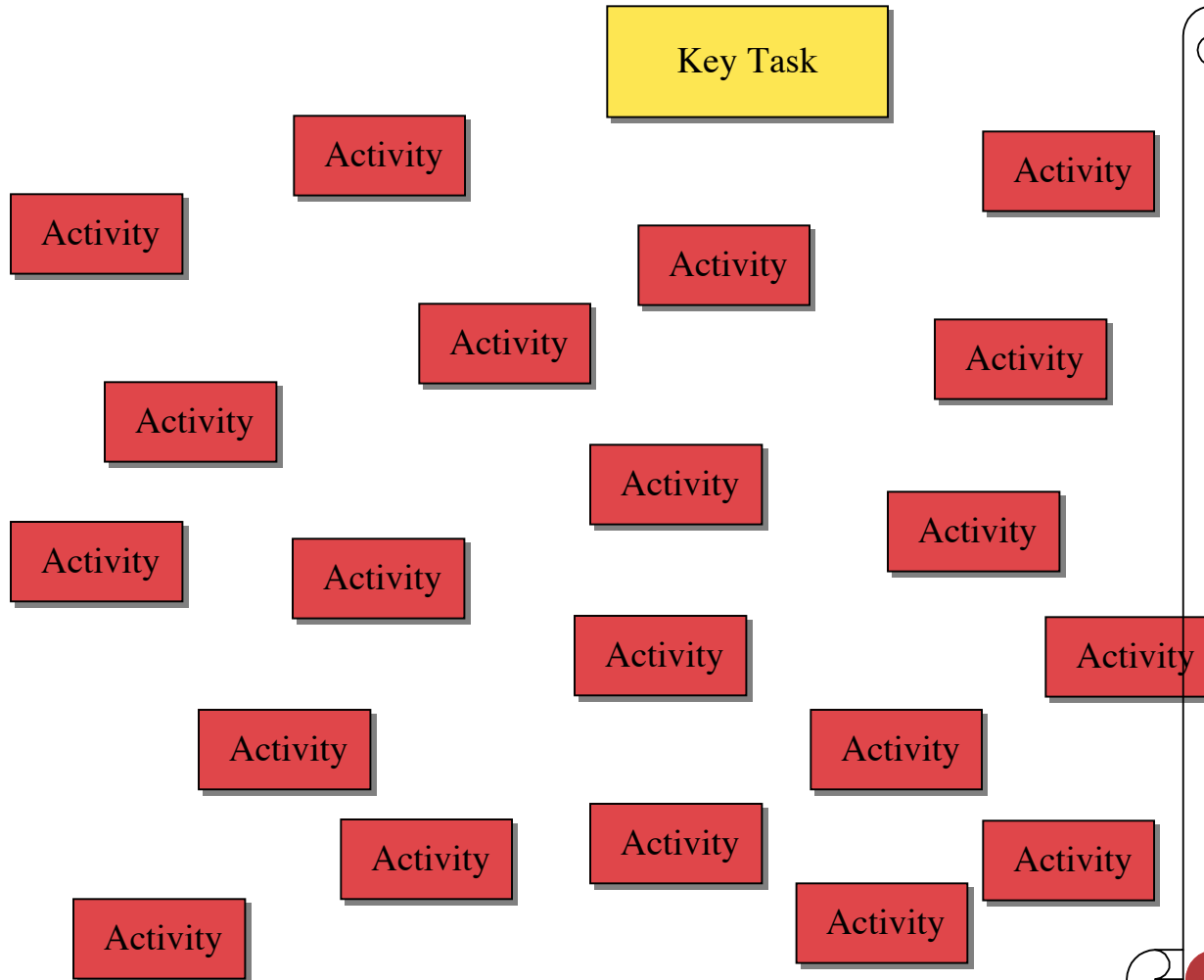


*Clients care more about this*

## Doing things right

*Making it happen*

# Busy Bee!!

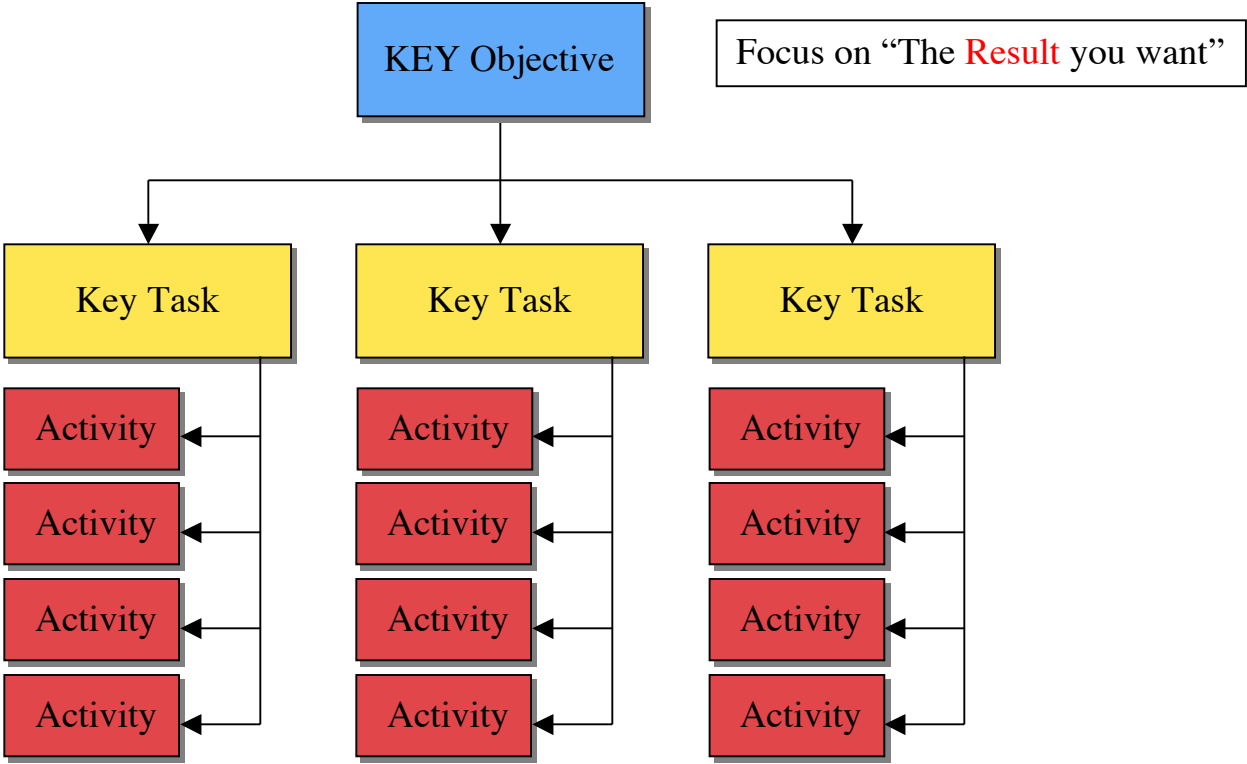


## To Do List

- Change winter tyres!
- Tidy garage
- Pick up post
- Call Bill
- Fix leaking bathroom tap
- Call Endeavour to get some advise!!

*Making it happen*

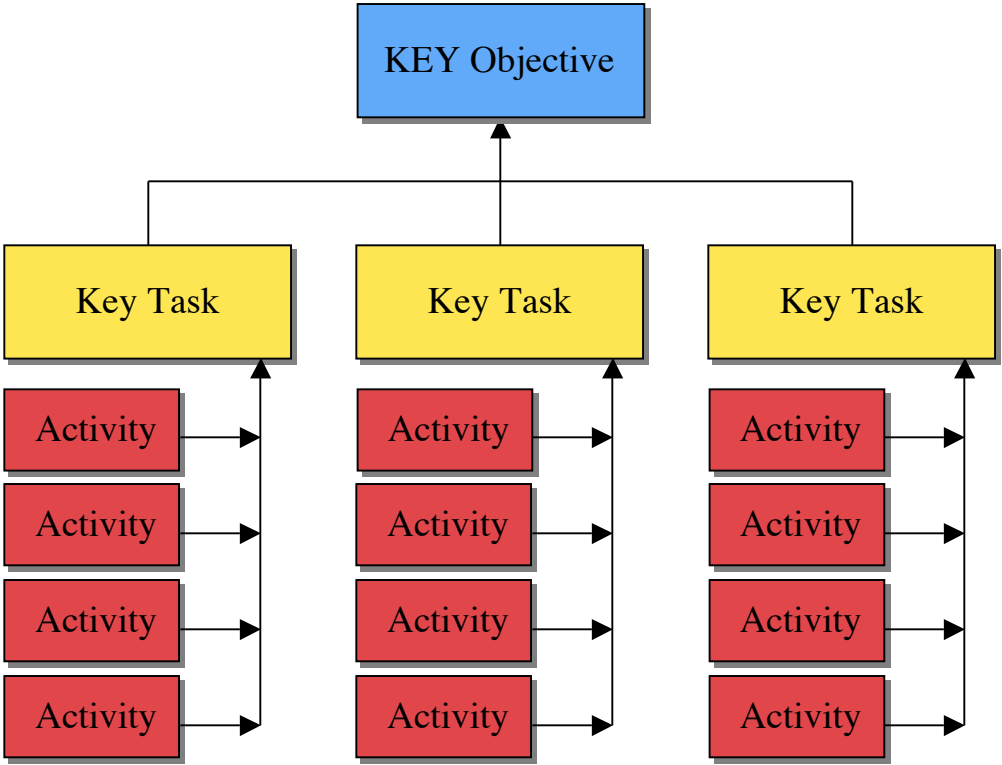
# Strategy as a Process “Creation”



*Making it happen*

# Strategy as a Process

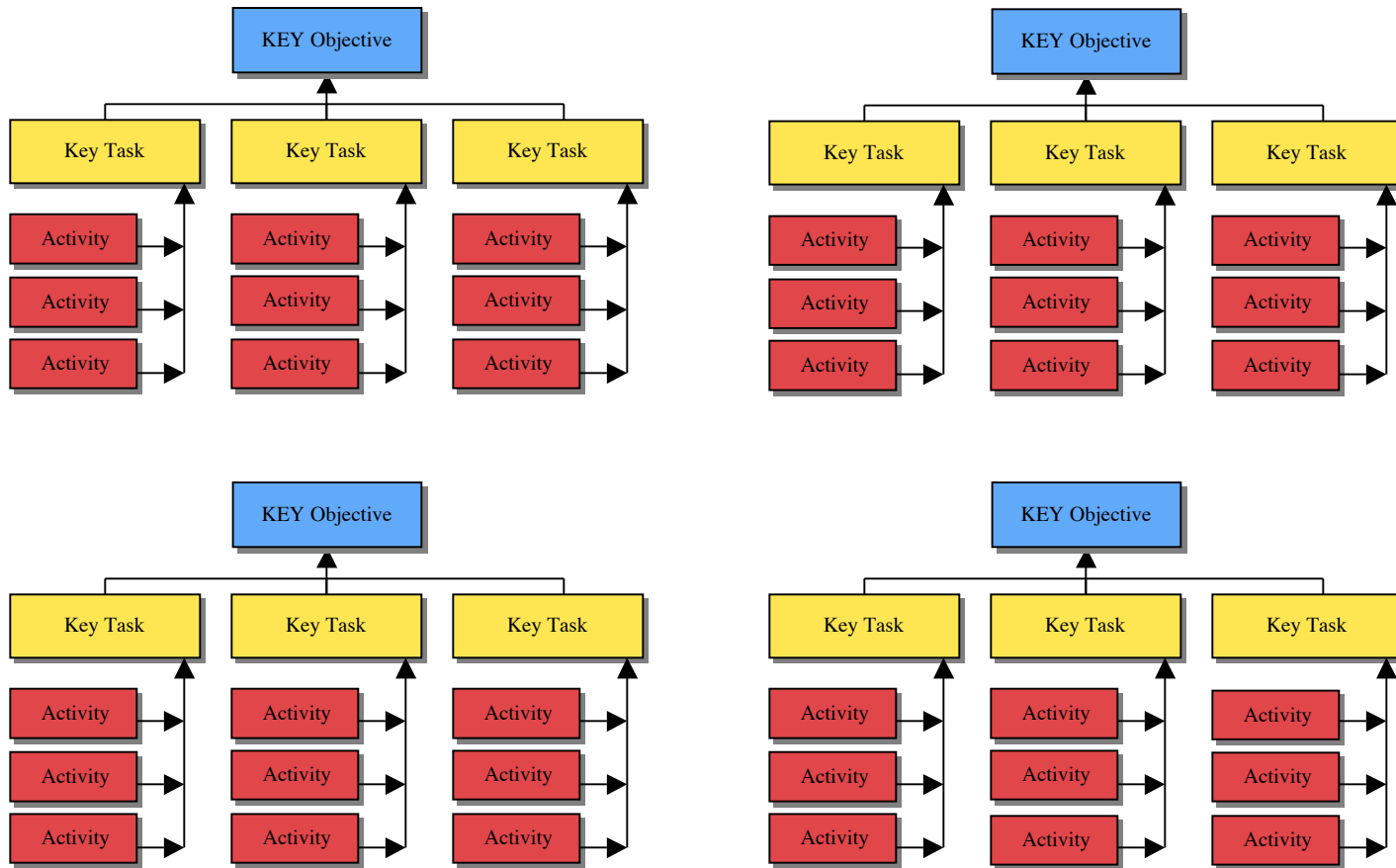
## “Implementation”



Focus on “How you spend your resources/time”

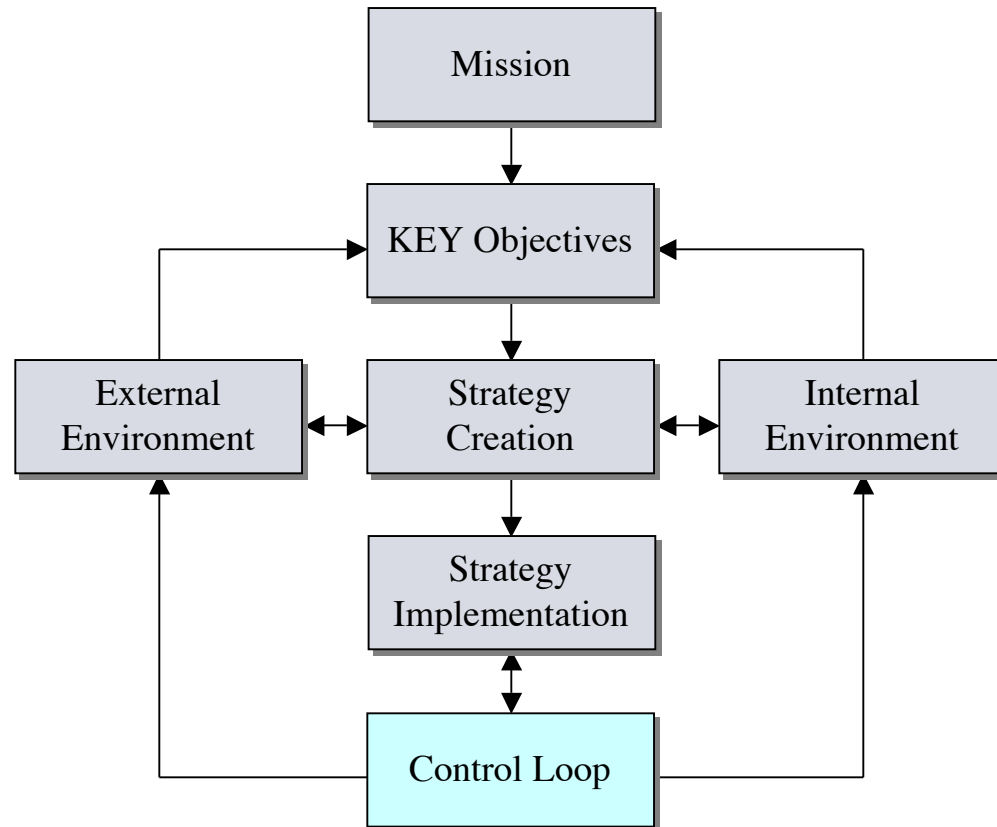
*Making it happen*

# “Productive” Professional



*Making it happen*

# Objectives

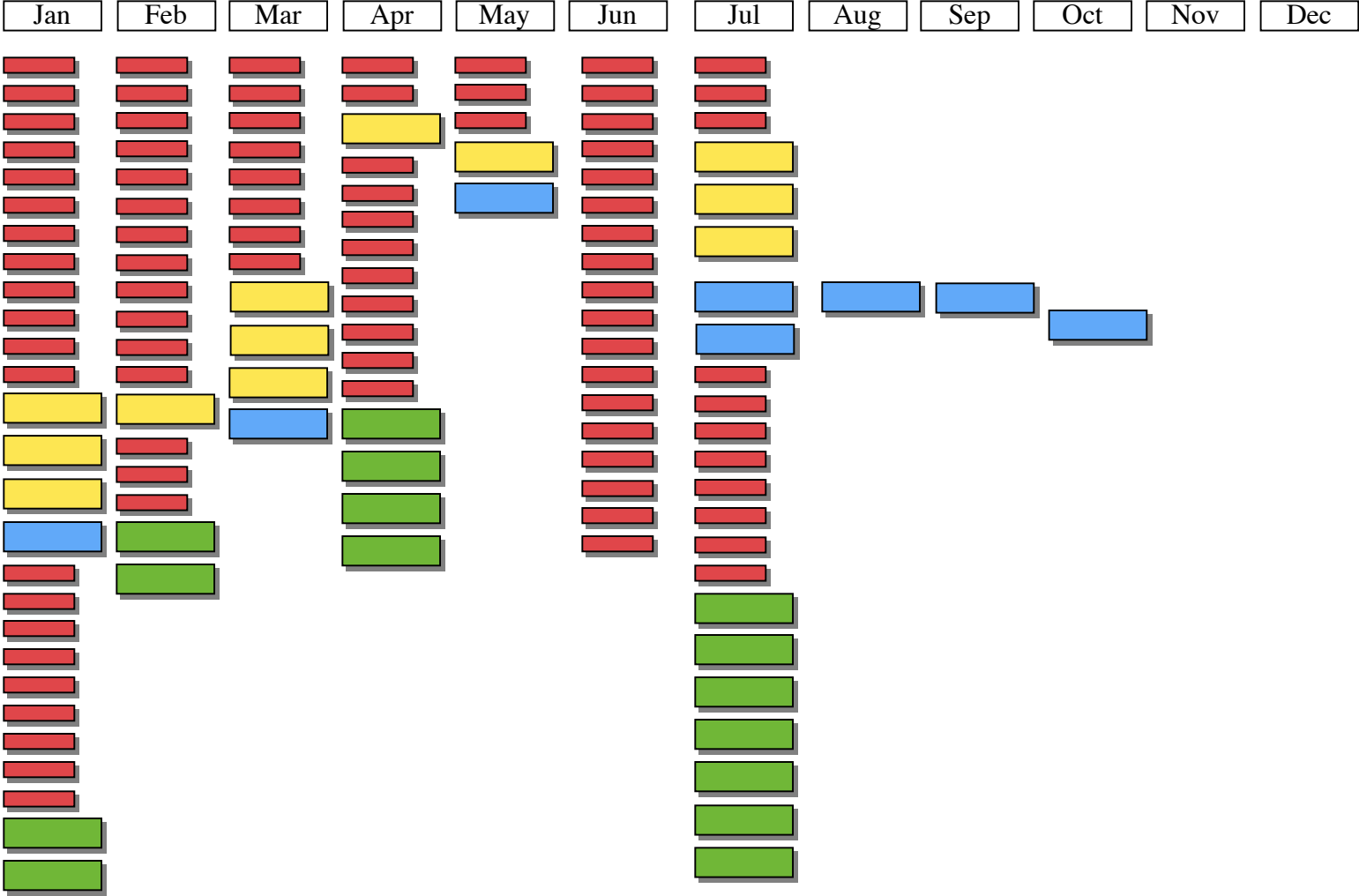


**Time!**

*Making it happen*

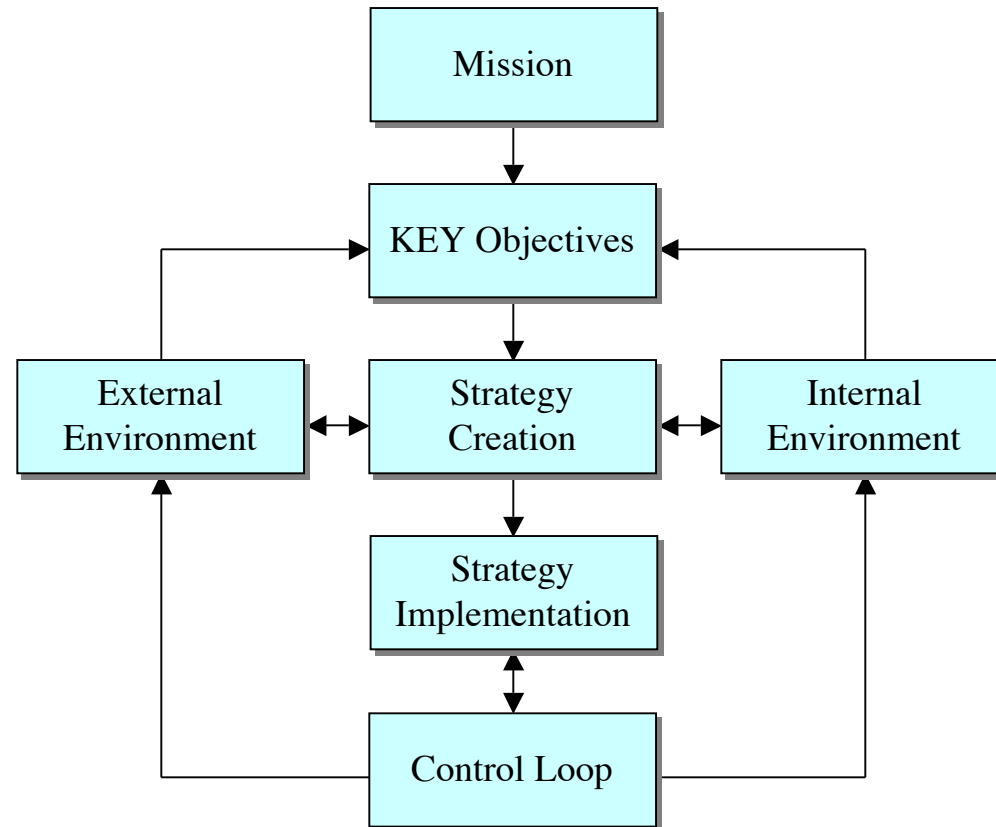


# A productive Time Manager



*Making it happen*

# Objectives



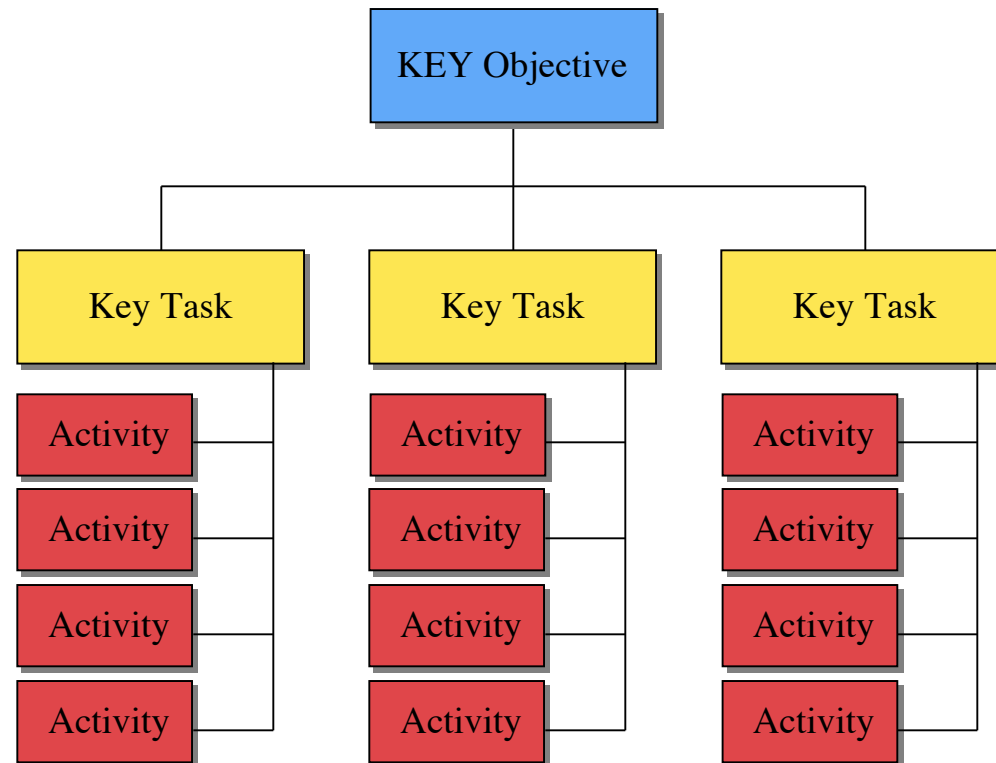
## Management By Objectives

*Making it happen*

# Objective, Task, Activity

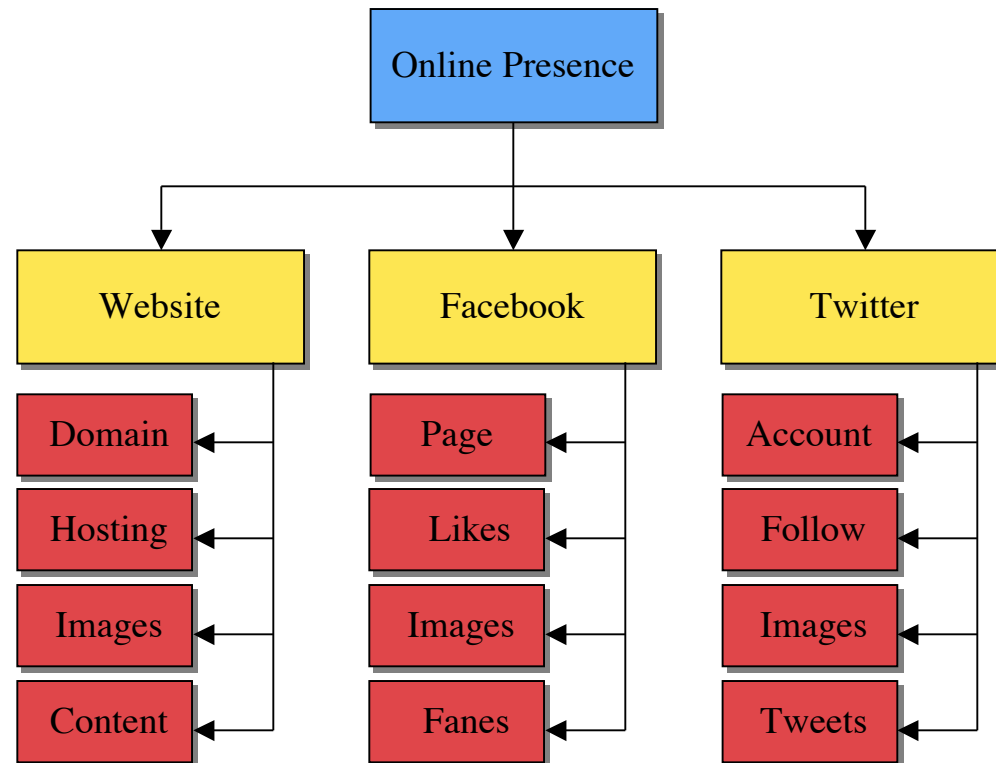
*Making it happen*

# Strategy as a Process



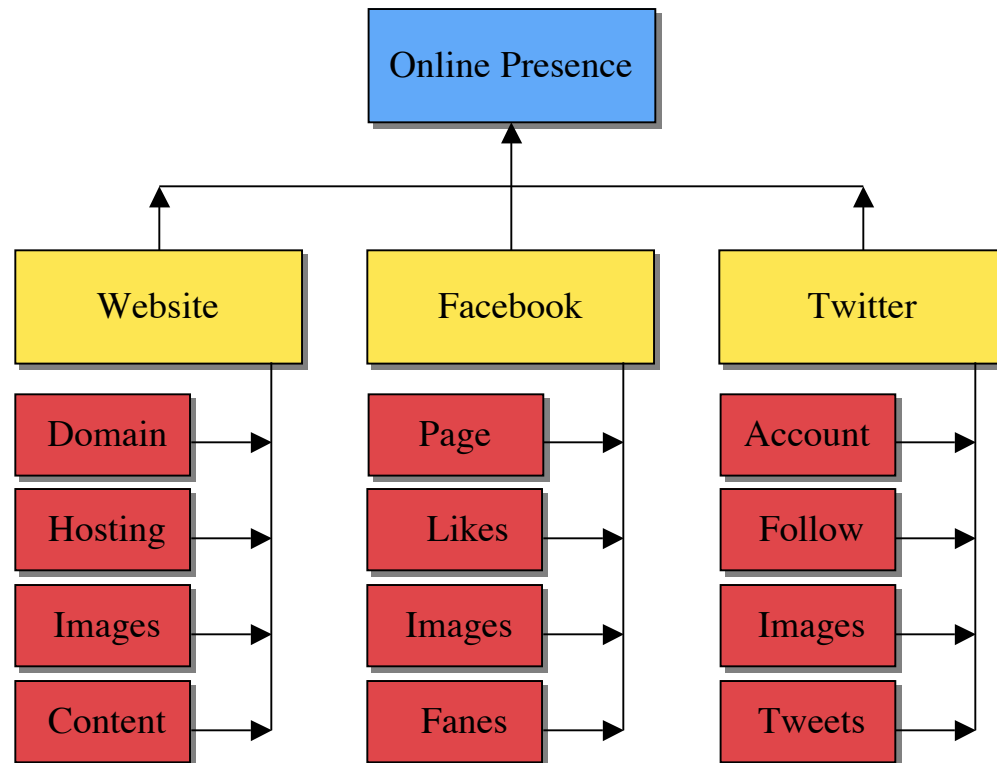
*Making it happen*

# Strategy as a Process “Creation”



*Making it happen*

# Strategy as a Process “Implementation”



*Making it happen*

# Strategy as a Process

## Online Presence

1.8	1	<i>Have an online presence to make it easy for people to locate, understand and purchase</i>	AR	31Jan	√
<i>This will support the Branding Objectives, Sales Objectives and Finance Budgets.</i>					

## Website

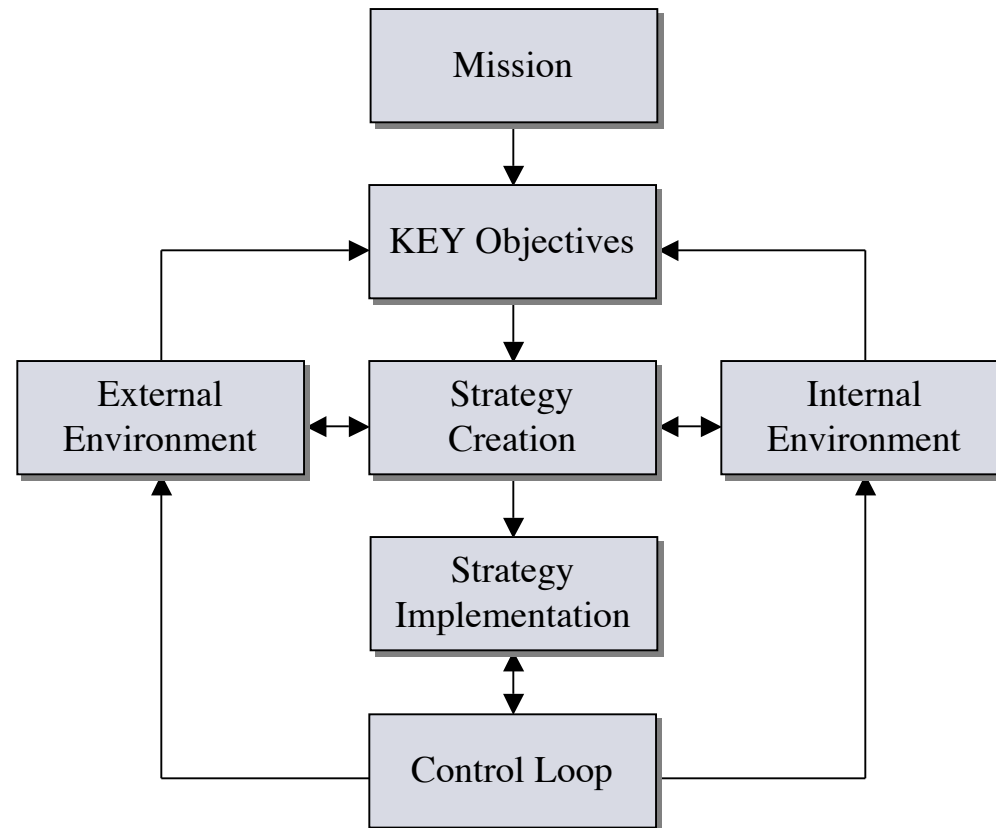
1.8.1	1	<i>Create a website with online shopping cart, full branding and SEO.</i>	AR	31Dec	√
<i>The website needs to comply with Brand Objectives and maintained easily within budget..</i>					

## Domain

1.8.1.1	1	<i>Research available domain names</i>	AR	07Nov	√
<i>Google search what is already used and make sure what is available works for Marketing Objectives</i>					
<i>The best option is .com or .ca or .org in that order. If all three available consider purchasing all three.</i>					

*Making it happen*

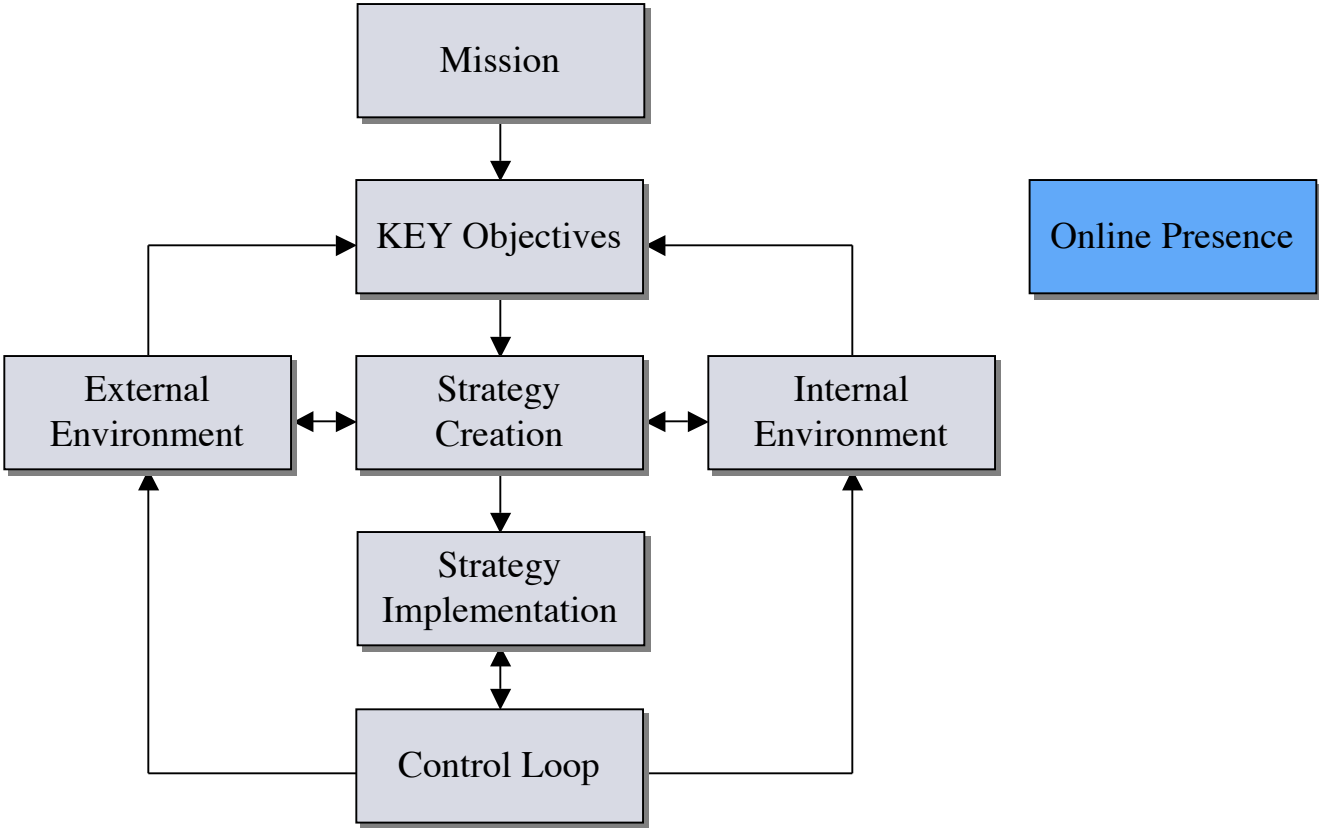
# Strategy as a Process



*Making it happen*

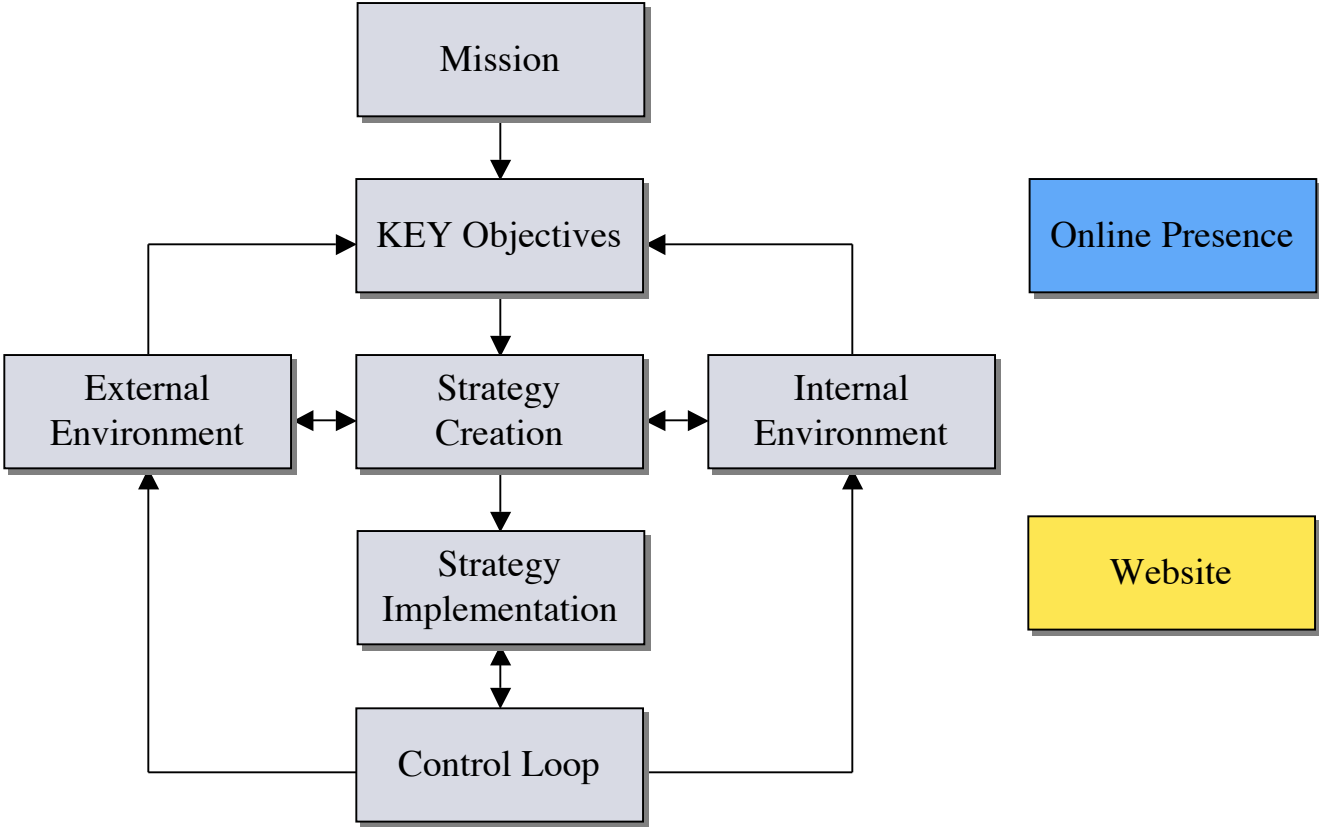


# Strategy as a Process



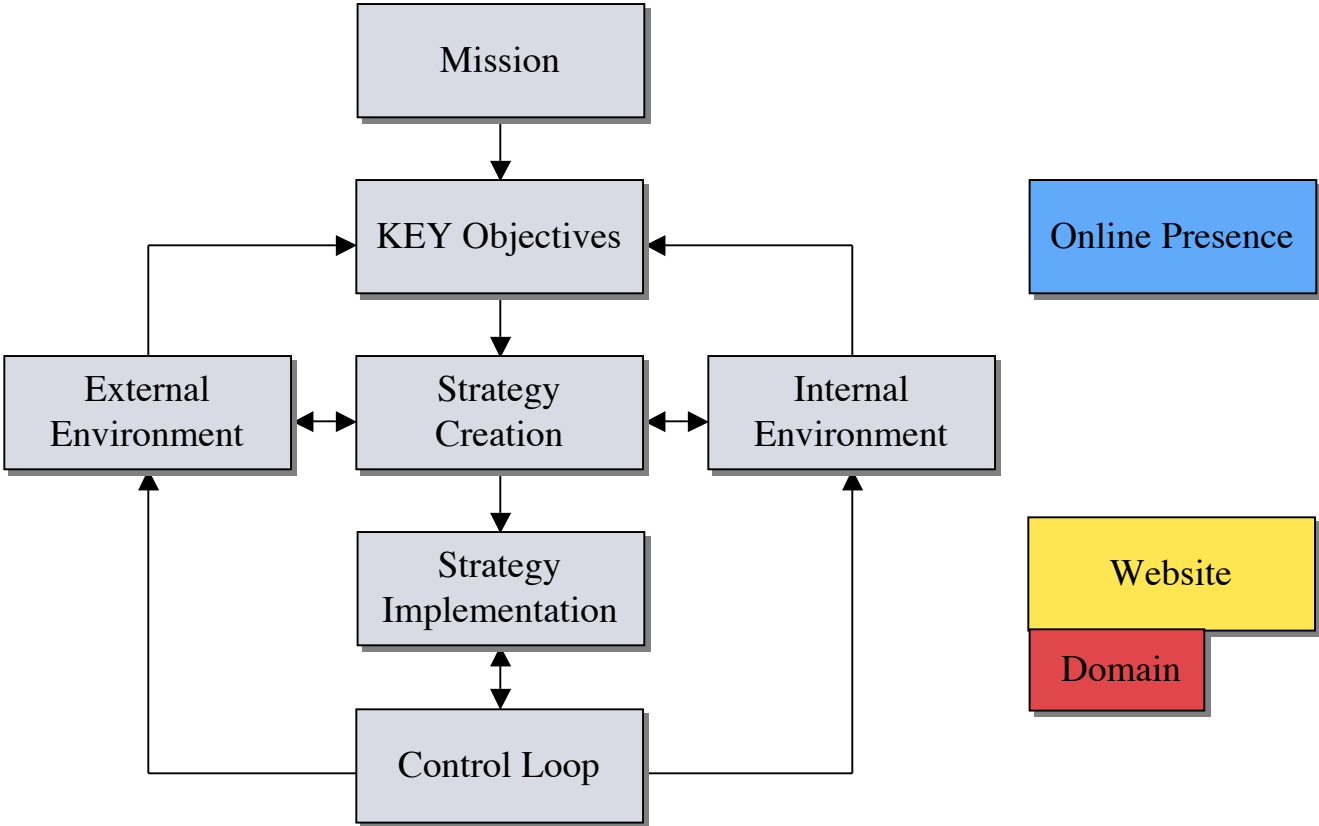
*Making it happen*

# Strategy as a Process



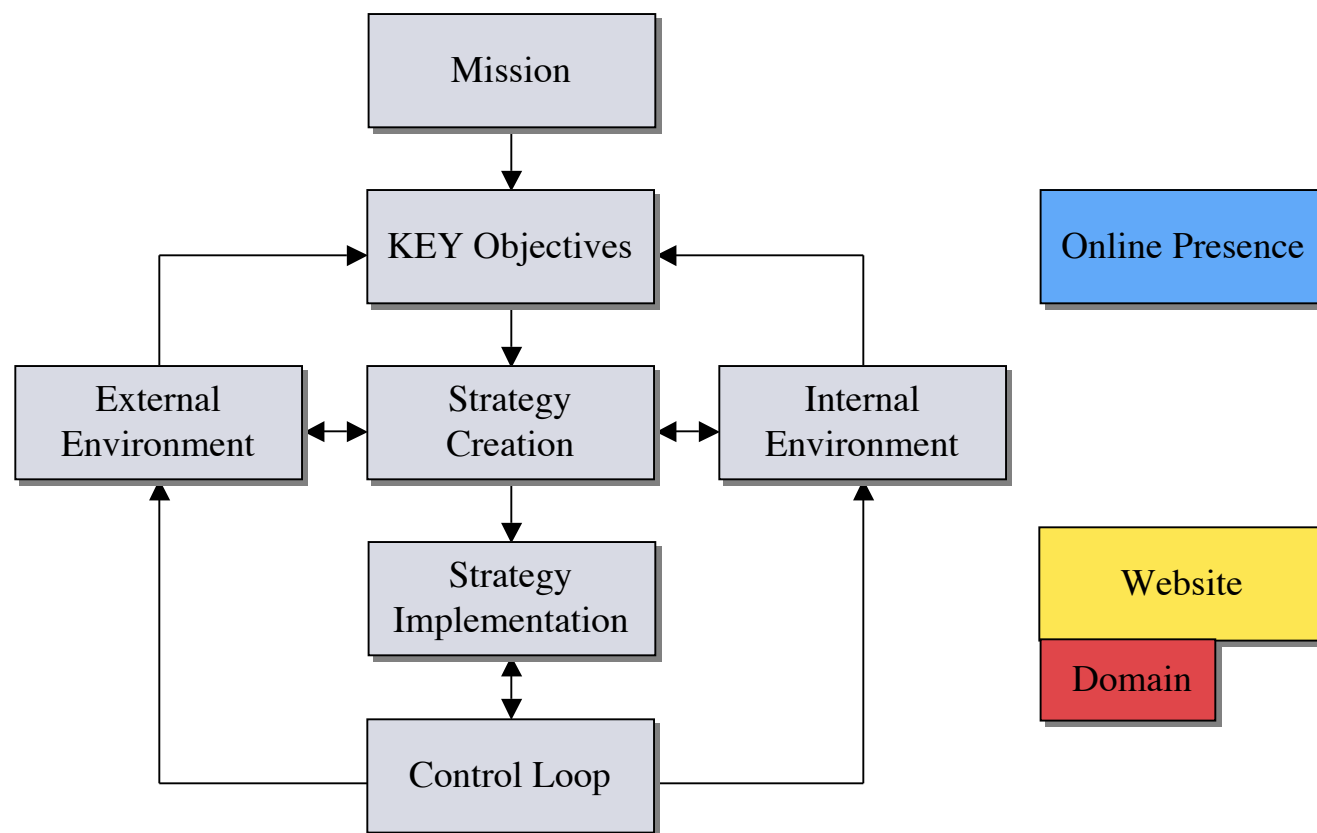
*Making it happen*

# Strategy as a Process



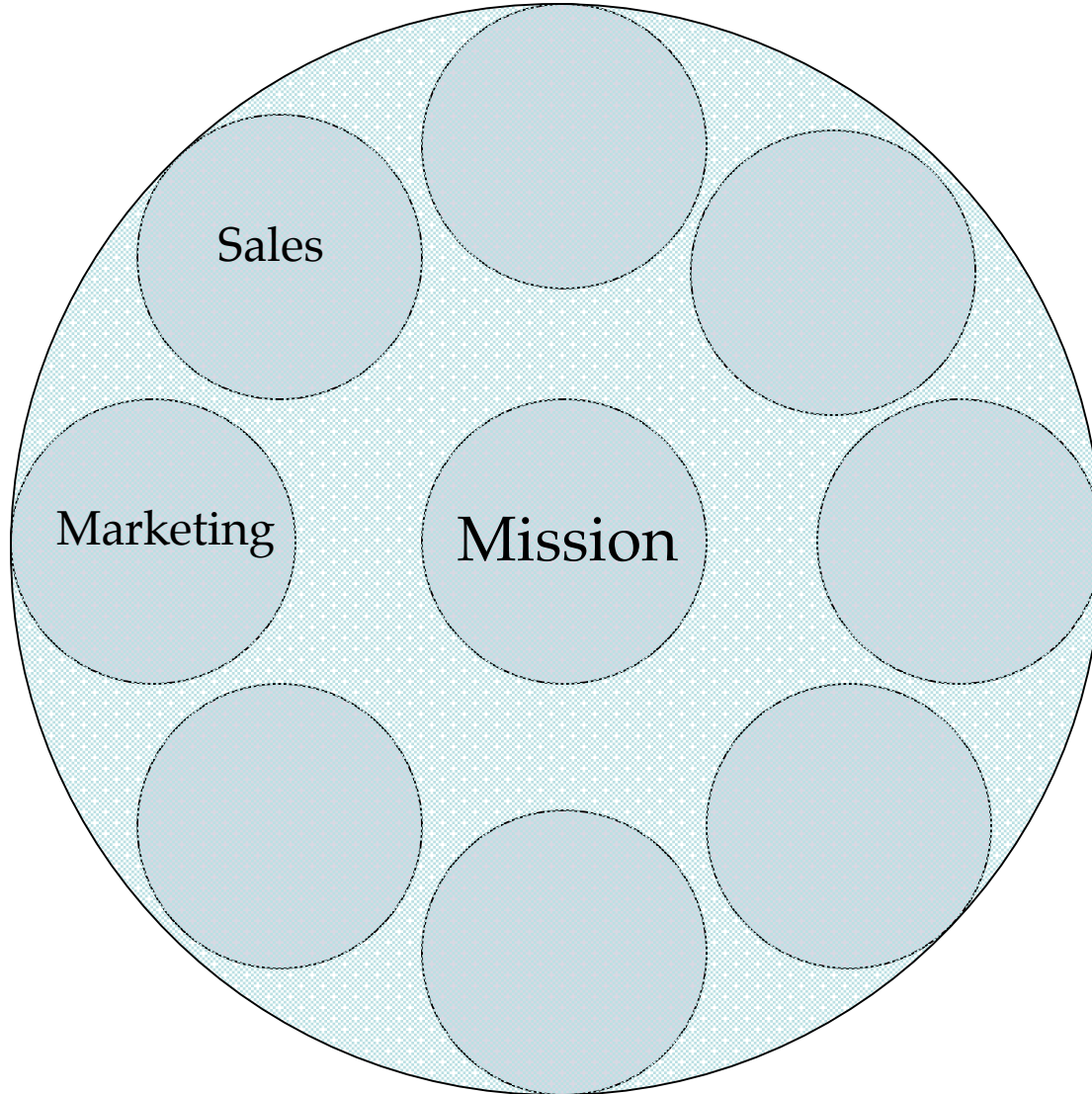
*Making it happen*

# Strategy as a Process



## Management By Objectives

*Making it happen*



*Making it happen*