

# OnStrategy

# Annual, event-based strategic planning is dead.

Build. Launch. Leave.

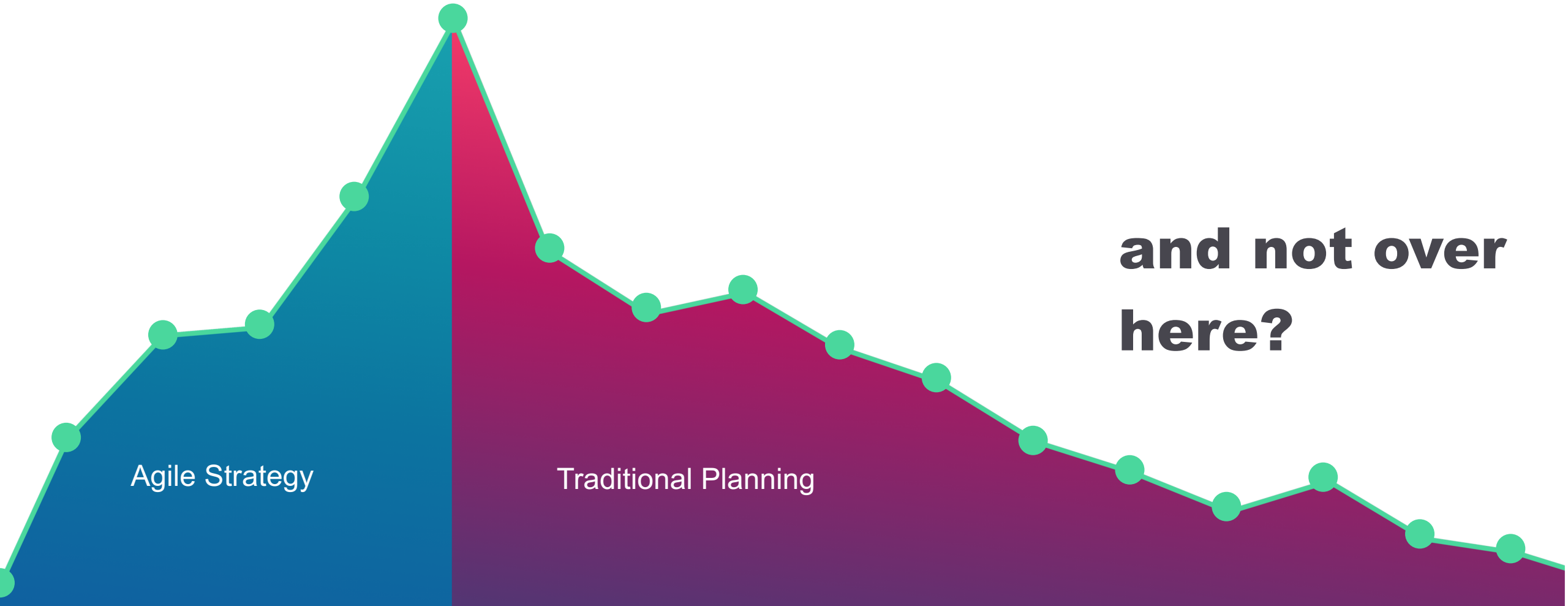
It's not working.

“Many studies have concluded that the vast majority of strategic planning fails, up to **67 percent actually.**”

In part, it’s because the traditional way of thinking about strategic planning is totally backward.”



**So, how do you  
make sure your  
clients are here...**



**and not over  
here?**

**This shift to agile strategy has changed the game — for you, and for your clients.**

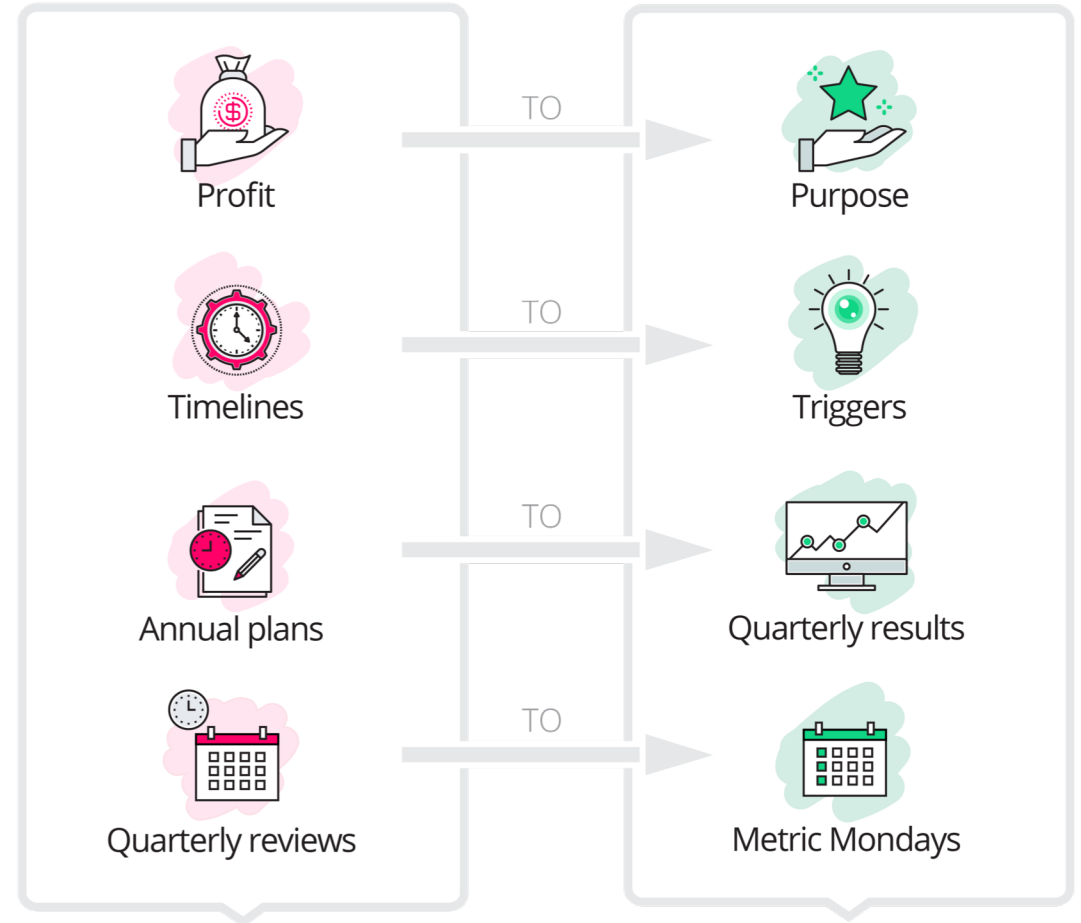
## Old Way

Traditional Strategic Planning

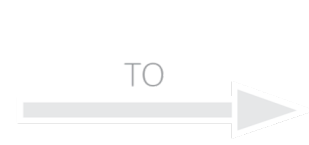
vs

## New Way

Agile Strategic Planning



**Months**



**Weeks**

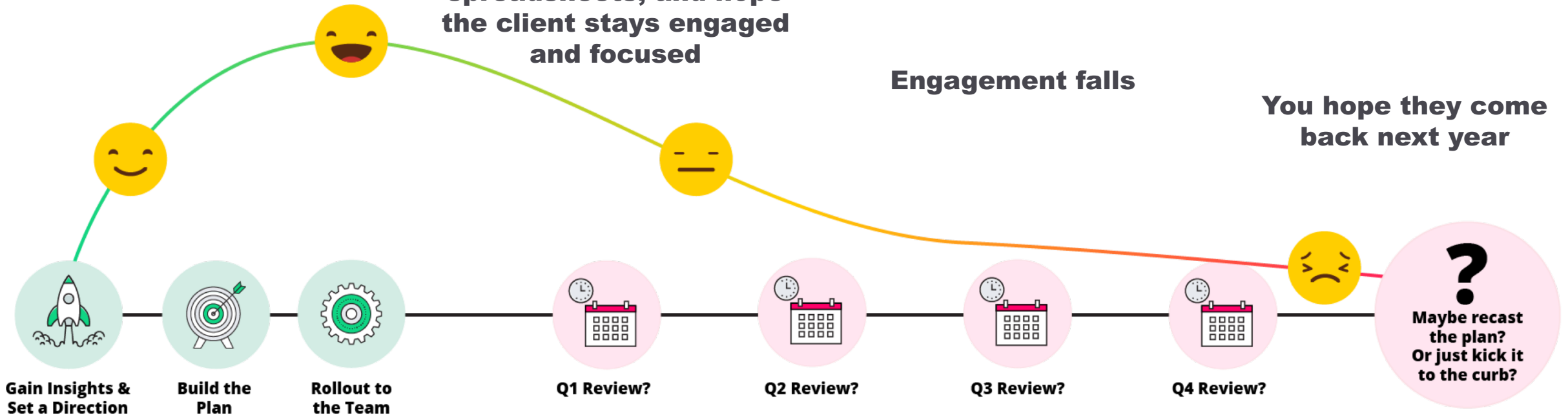
# Here's how the traditional cycle shakes out.

**You build an awesome plan**

**You roll it out with spreadsheets, and hope the client stays engaged and focused**

**Engagement falls**

**You hope they come back next year**



**Gain Insights & Set a Direction**

**Build the Plan**

**Rollout to the Team**

**Q1 Review?**

**Q2 Review?**

**Q3 Review?**

**Q4 Review?**

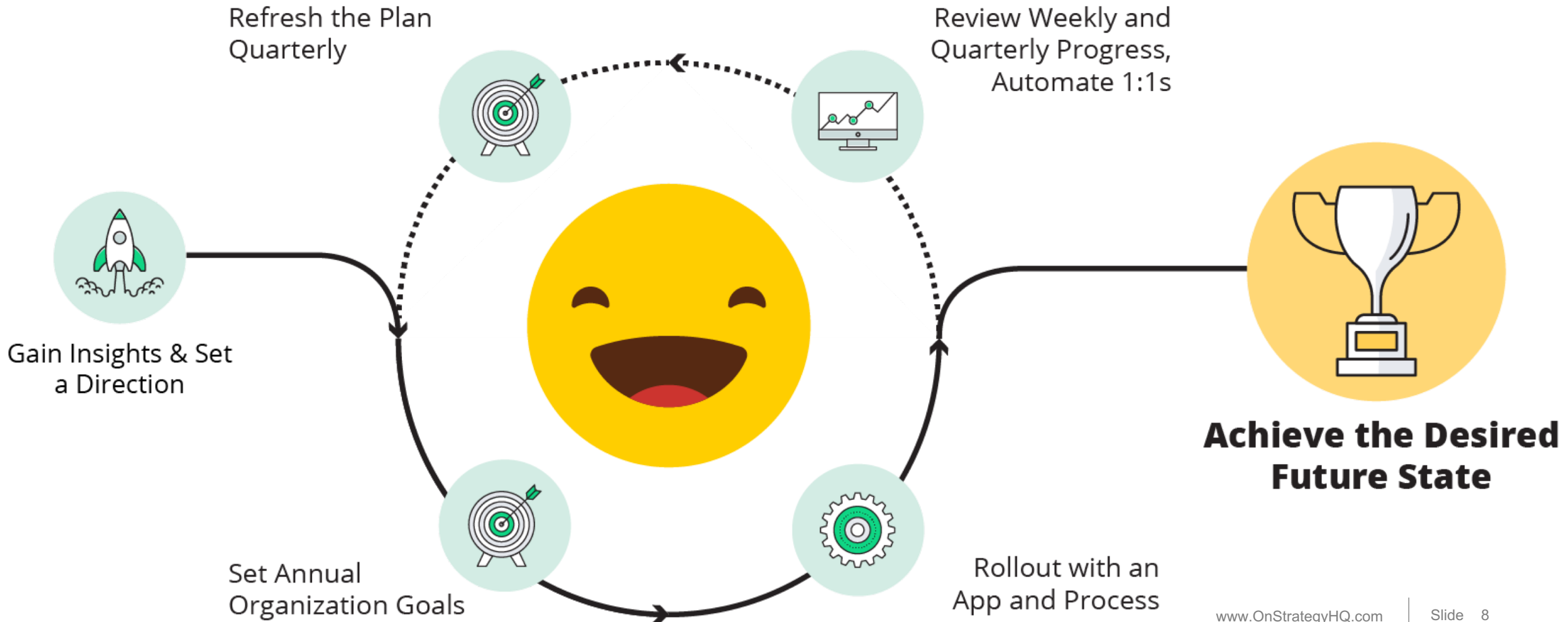
**?**  
**Maybe recast the plan?  
Or just kick it to the curb?**

# ...and you're leaving work on the table.

Your work is currently here



# The agile methodology is just more successful.





**We were in  
the same  
position 7  
years ago.**

**We were burning through clients, doing them a great disservice while losing out on serious revenue. Here's how we solved it:**

- ✓ [Built an app](#) that blows spreadsheets away for strategy management.
- ✓ We ditched told way of planning and **created an agile implementation process** to keep our clients continuously focused on what matters.
- ✓ Cultivated long-standing [client relationships](#) based on actual success.
- ✓ Built a book of business with quarterly (yes -- quarterly) revenue.

**Partnering with OnStrategy provides  
our clients with a better, more  
effective way to ensure strategy  
becomes a living and thriving part  
of the organization.**



Chad Clinehens,  
President and CEO



**So, are you  
ready to  
partner?**

**If you're serious about making  
strategy stick for your clients,  
we want to help. Period.**

Let's make it happen. Contact me and we can  
grab 30-minutes for a meaningful conversation.



**Ryan Olsen**

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