

# Express Strategy >>> Solid strategy done fast! >>>

## The Problem? Strategy feels irrelevant today

Let's face it - traditional strategic planning takes too damn long AND the strategic plan it produces is usually DOA. Plus it's costly to do and it takes too much work to update the plan when things change for your business. To make matters worse, many of the new approaches to strategy making produce something that frankly isn't strategic at all.

SO - many SME business leaders just opt out of strategic planning altogether (how can you blame them?) and choose to do strategy "on the fly". But taking this approach doesn't scale and can actually hold a business back from reaching its full potential.

## The Solution? Express Strategy

Express Strategy is a more nimble way of "doing" strategy that puts defining, evolving, and confirming a winning business model for your business at the center of your strategy activities. With Express Strategy you can make laser-focused adjustments at just the right time so that your growing company stays ahead in a rapidly evolving world.

### So - Why does Express Strategy work?

- by focusing on just the "must have" essentials, Express Strategy helps you create a high quality, actionable strategy MUCH faster than traditional approaches can (i.e. weeks instead of months)
- a simplified process makes keeping your business model and strategy current and relevant easier to do
- the continuous approach to strategy helps you and your team build the capabilities you need to keep your company primed and ready to handle changes in your business environment more pro-actively

## Here's what Express Strategy looks like in action in your business

