

MARKITECT



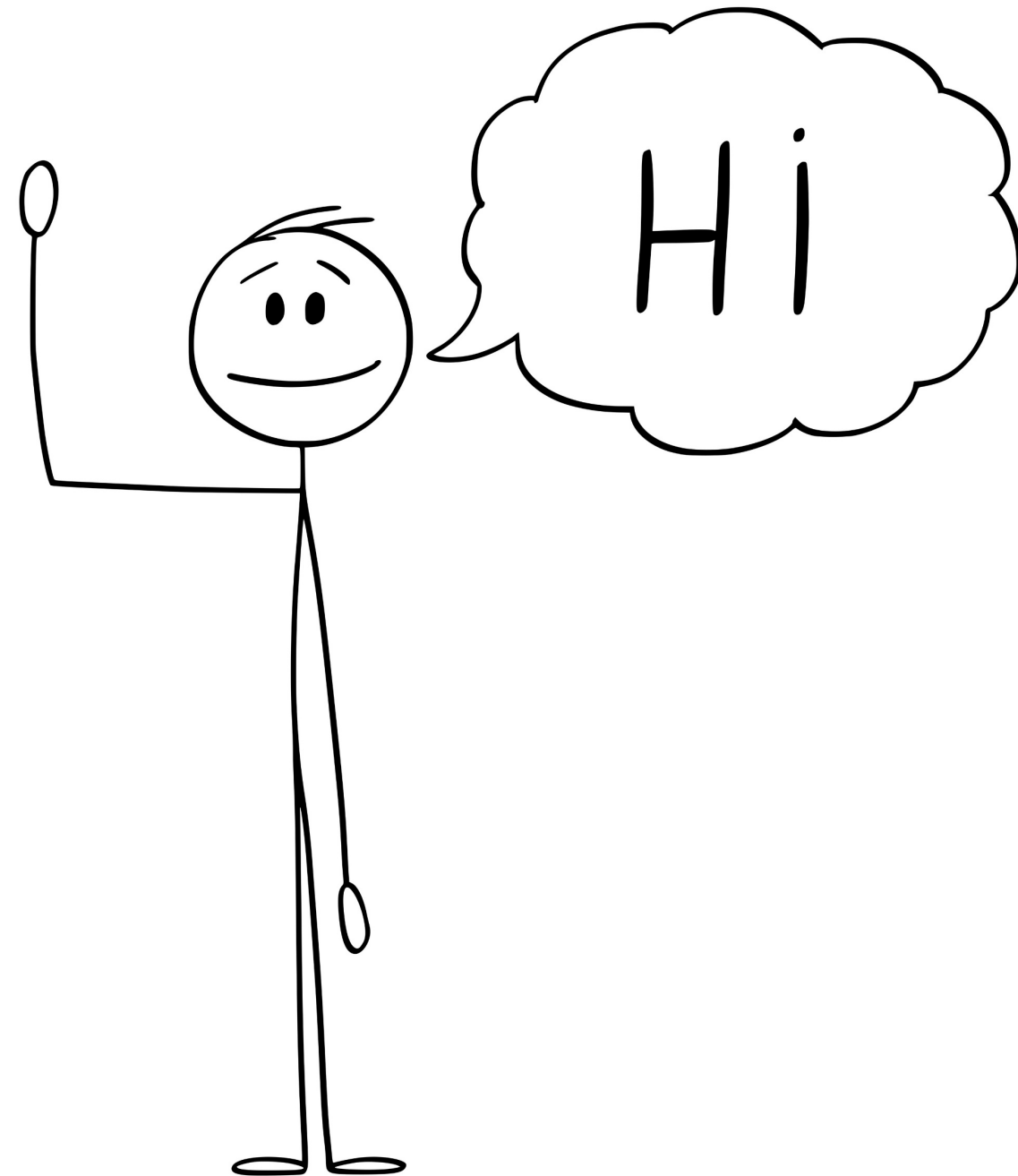
Who Doesn't Want To Be A Millionaire?

Strategic Planning to Achieve Your Goals

MARKITECT



Introduction





WHAT AND WHY?

What?

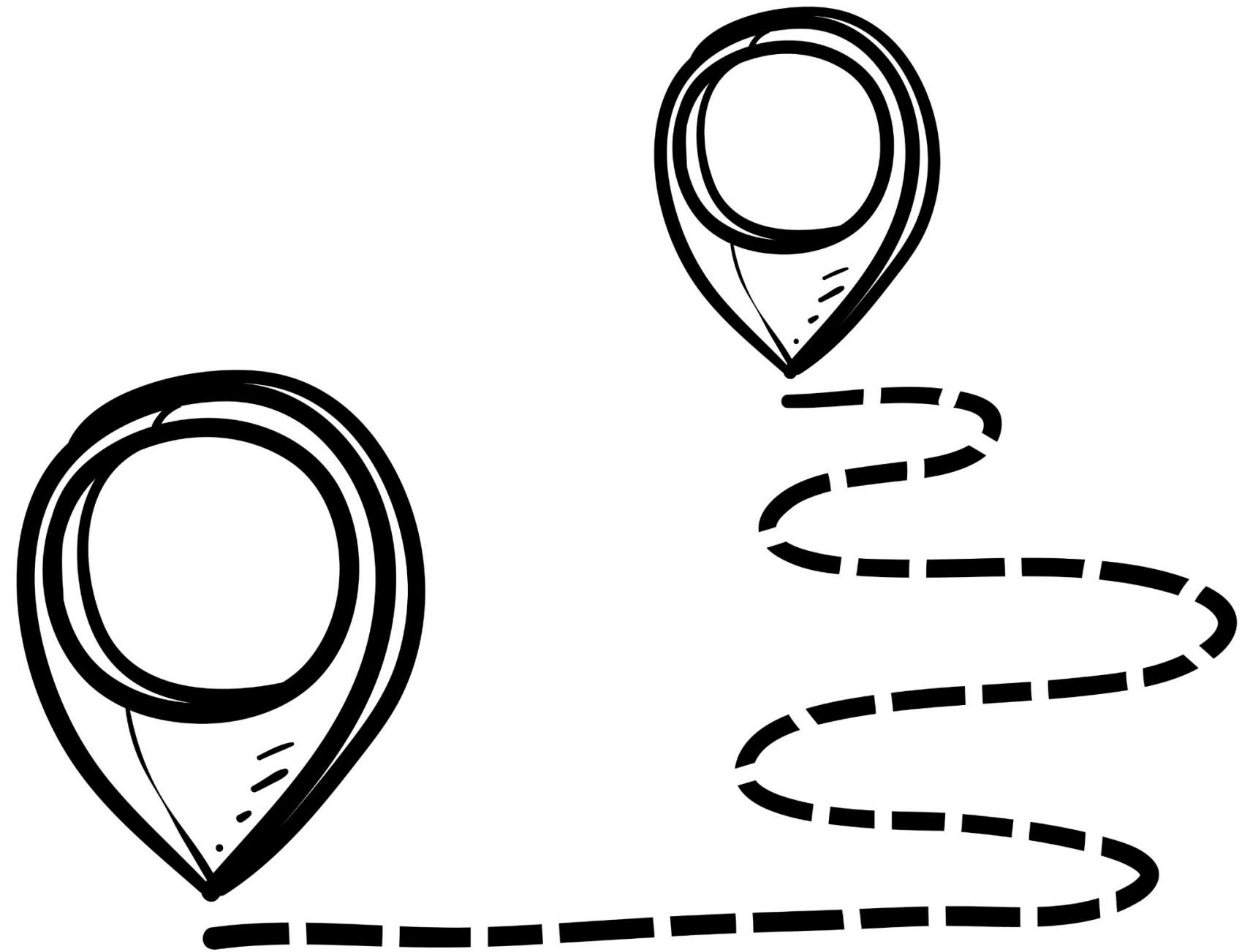


Why?

Gives direction - identify goals and tasks to accomplish to help achieve growth

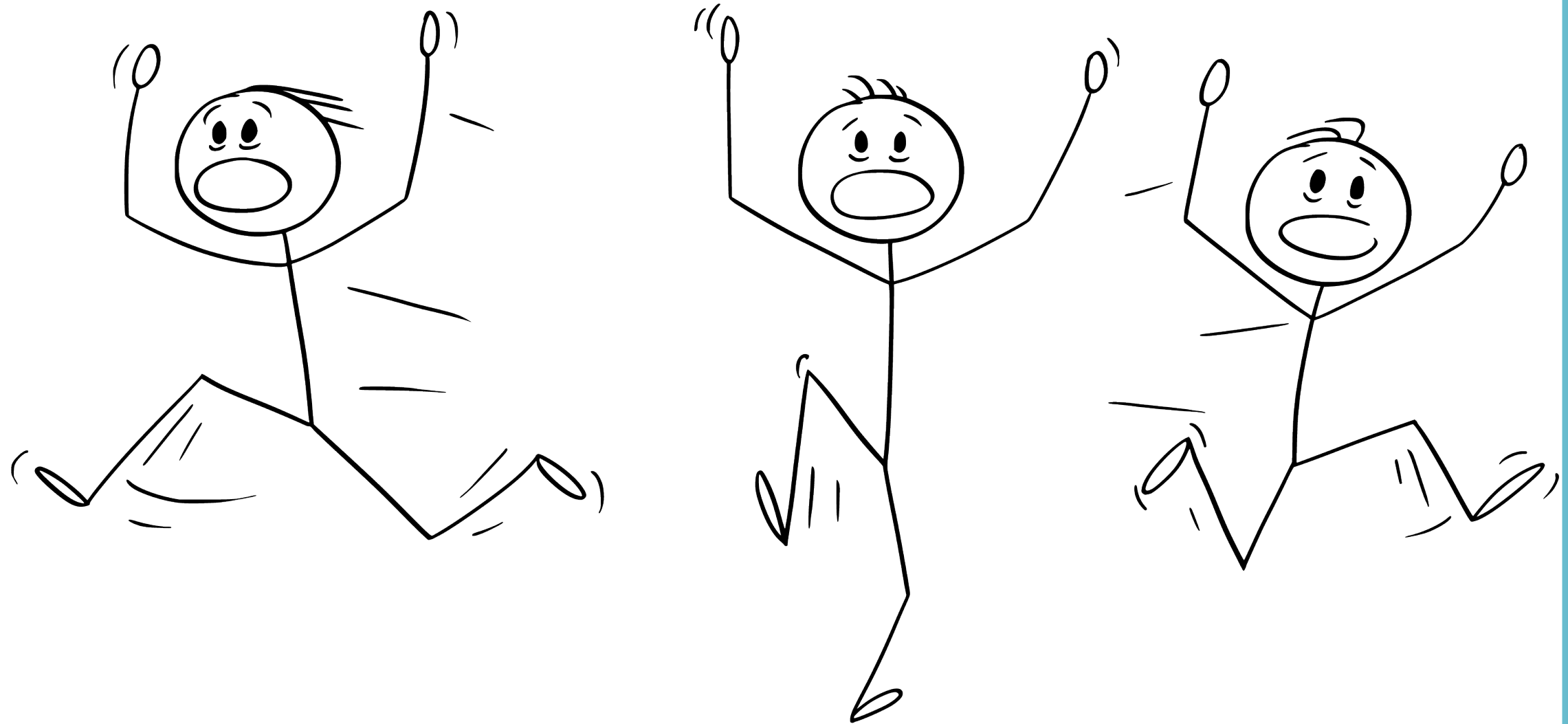
Focuses limited resources on pursuits and tasks with a greater ROI

Identifies metric(s) by which to measure the company's success in addition to tracking revenue



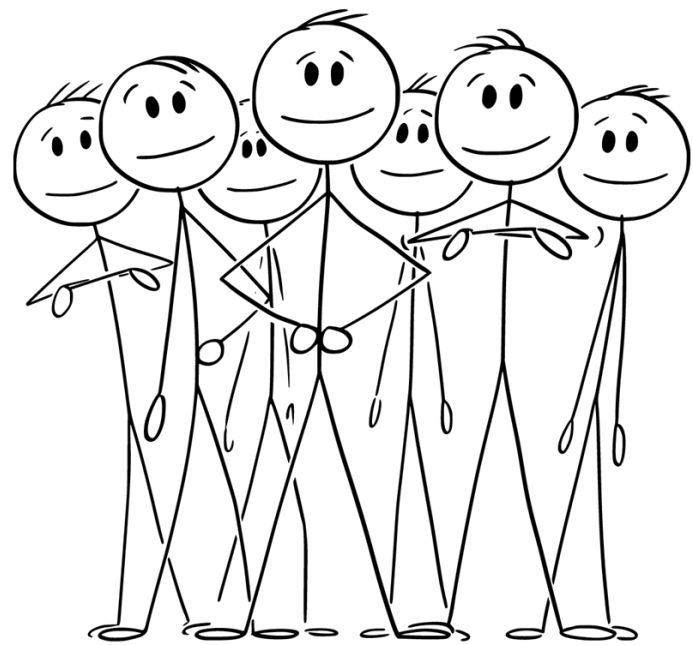
What's the use
of running if
you are not on
the right road?

~German Proverb



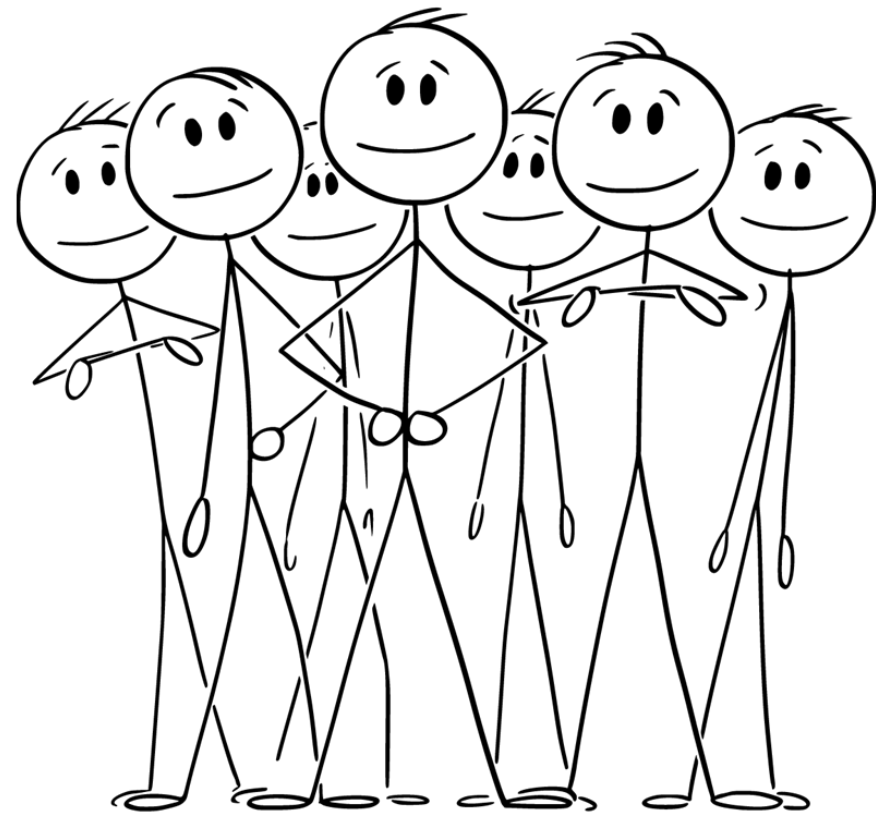
CHALLENGES?

CHALLENGES

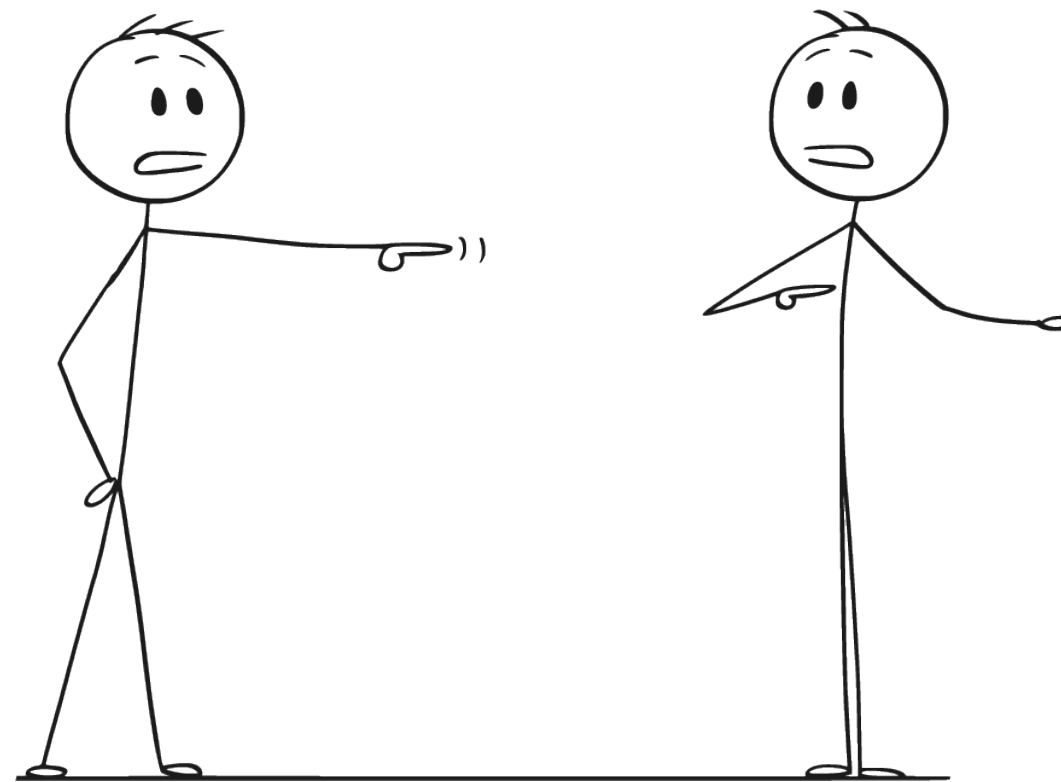


Participation

CHALLENGES

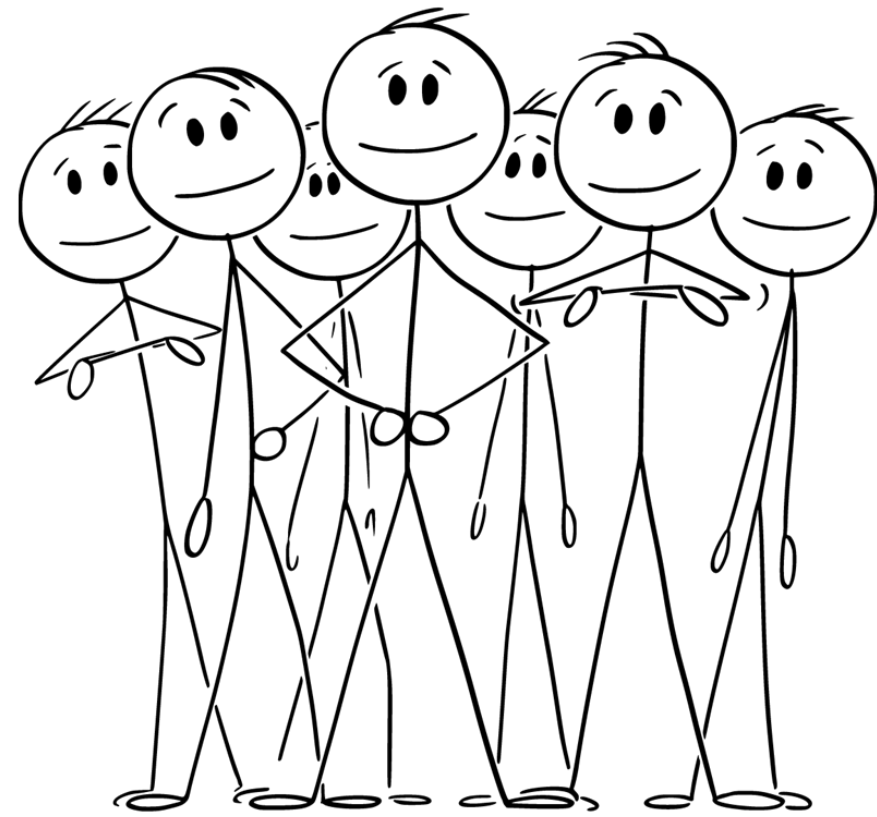


Participation

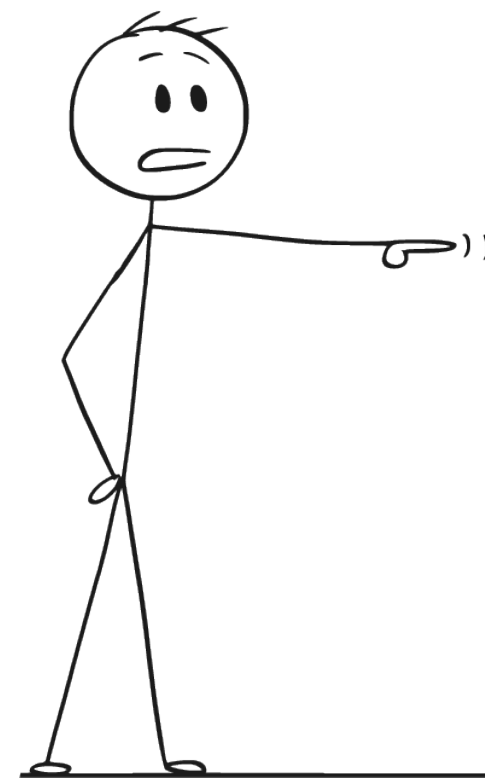


Accountability

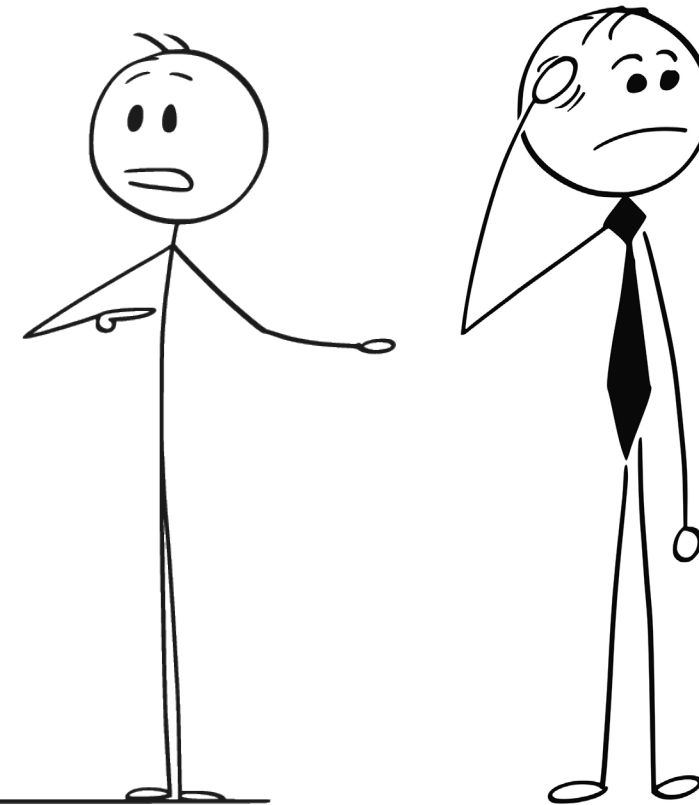
CHALLENGES



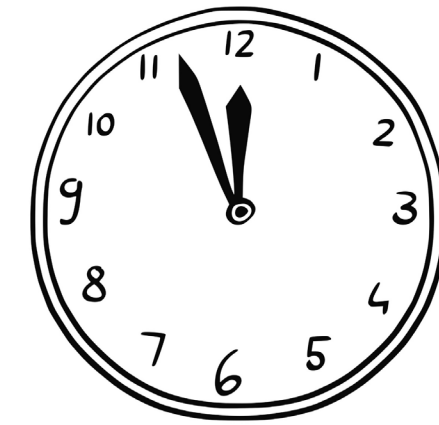
Participation



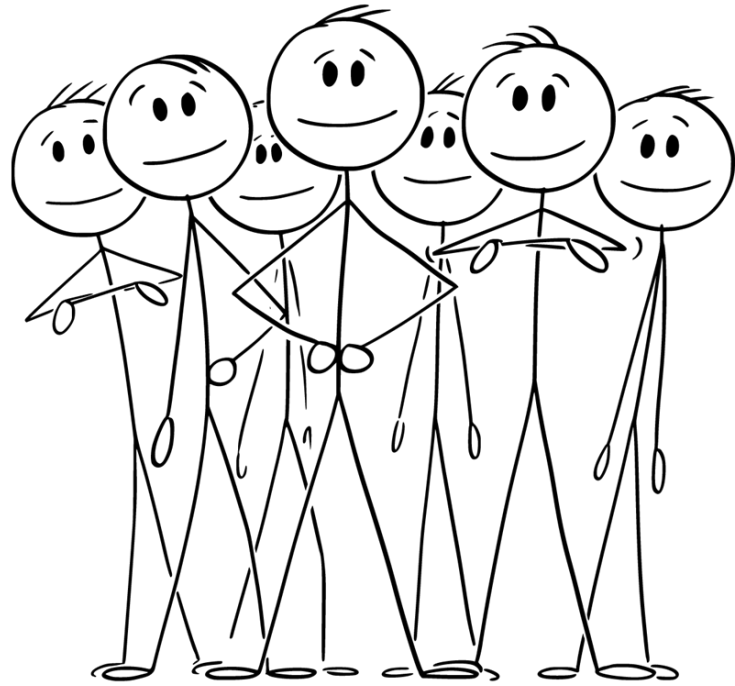
Accountability



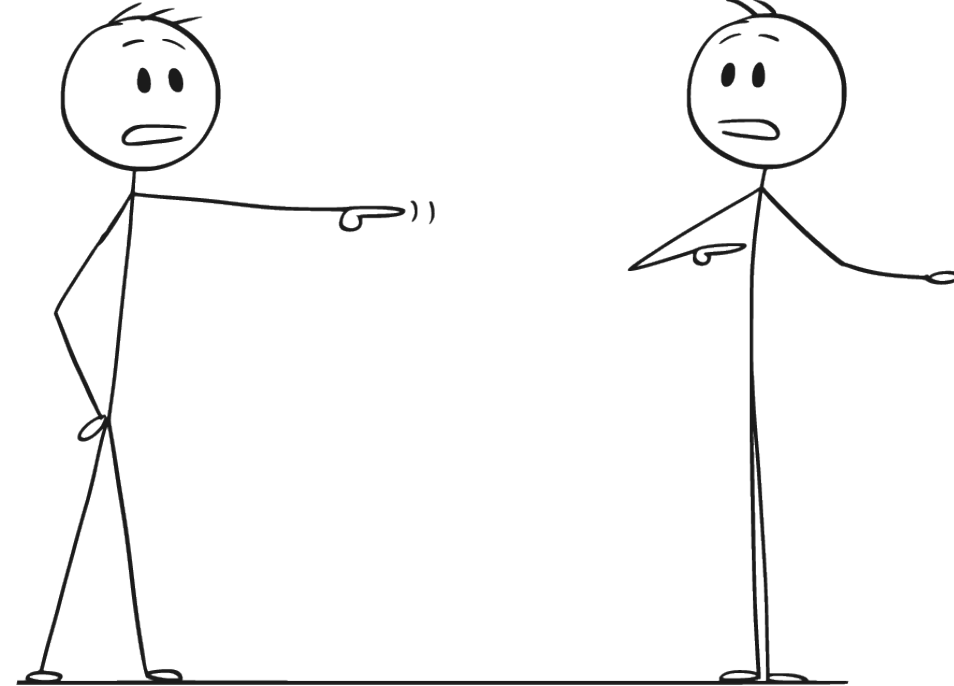
Time



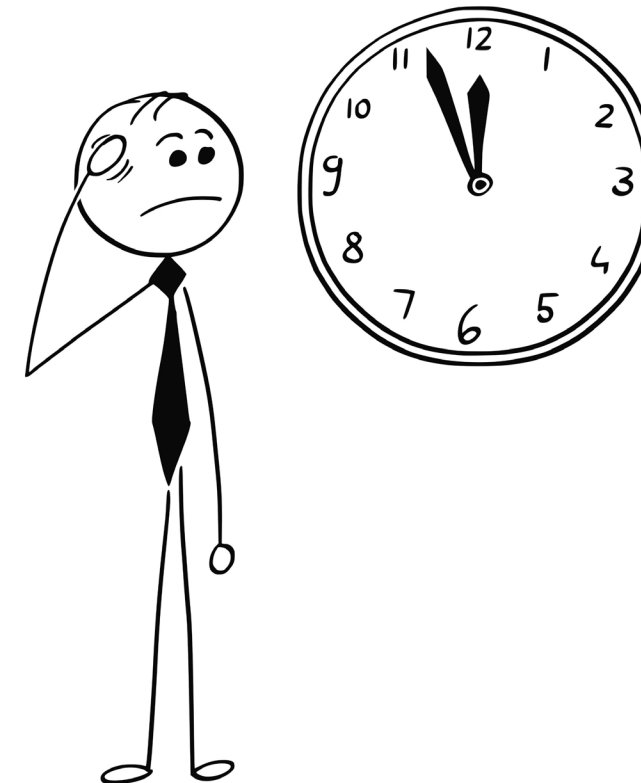
CHALLENGES



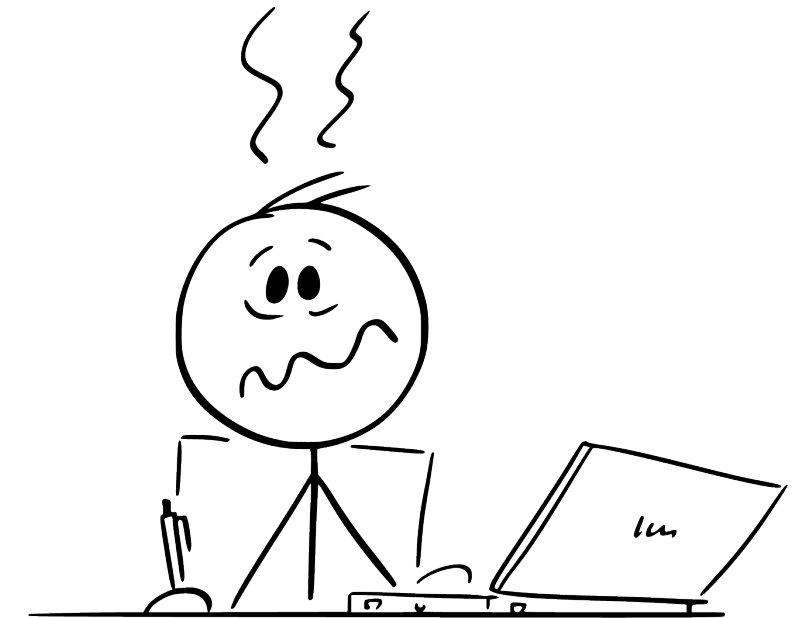
Participation



Accountability

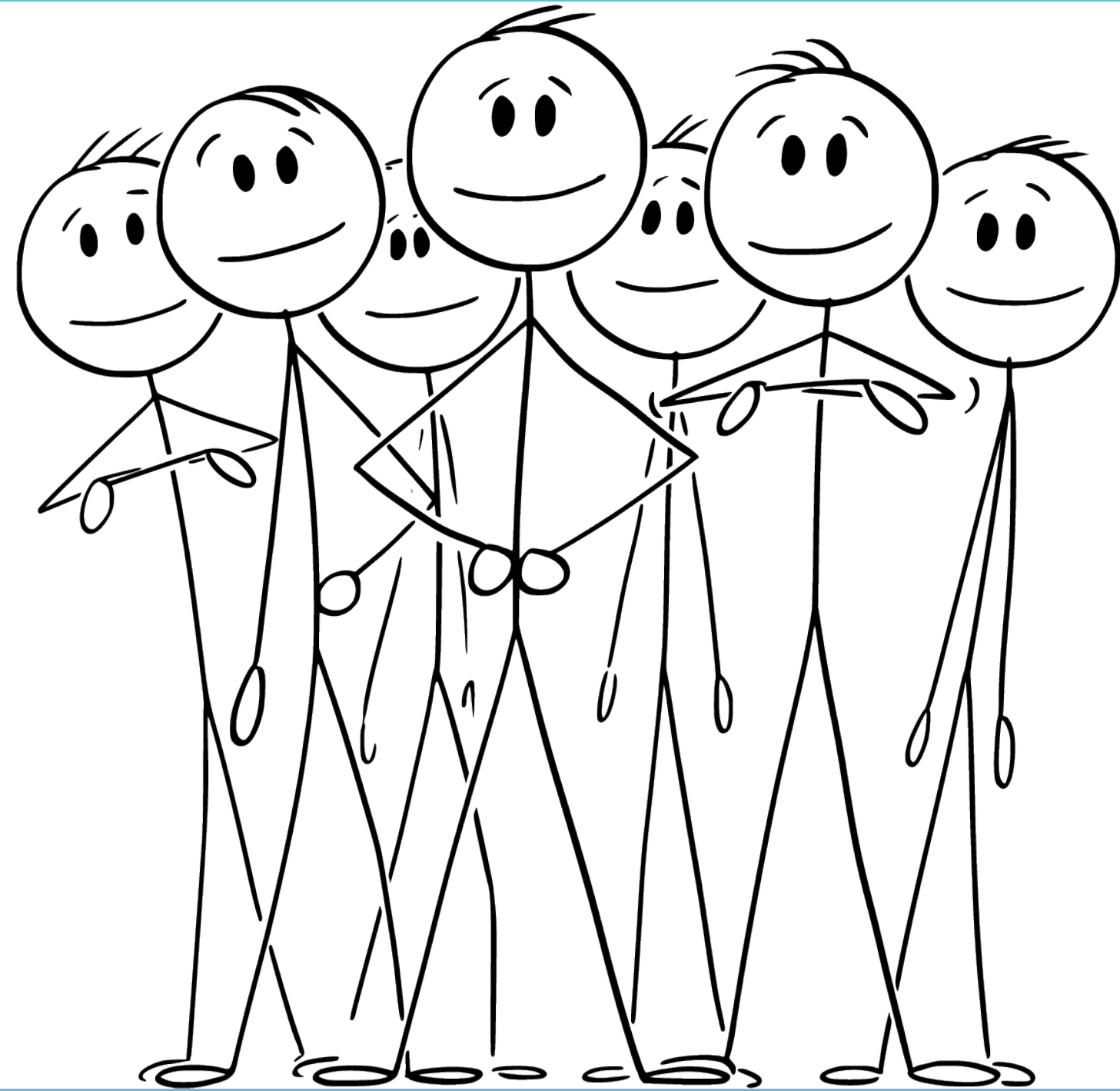


Time



Prioritization

PARTICIPATION



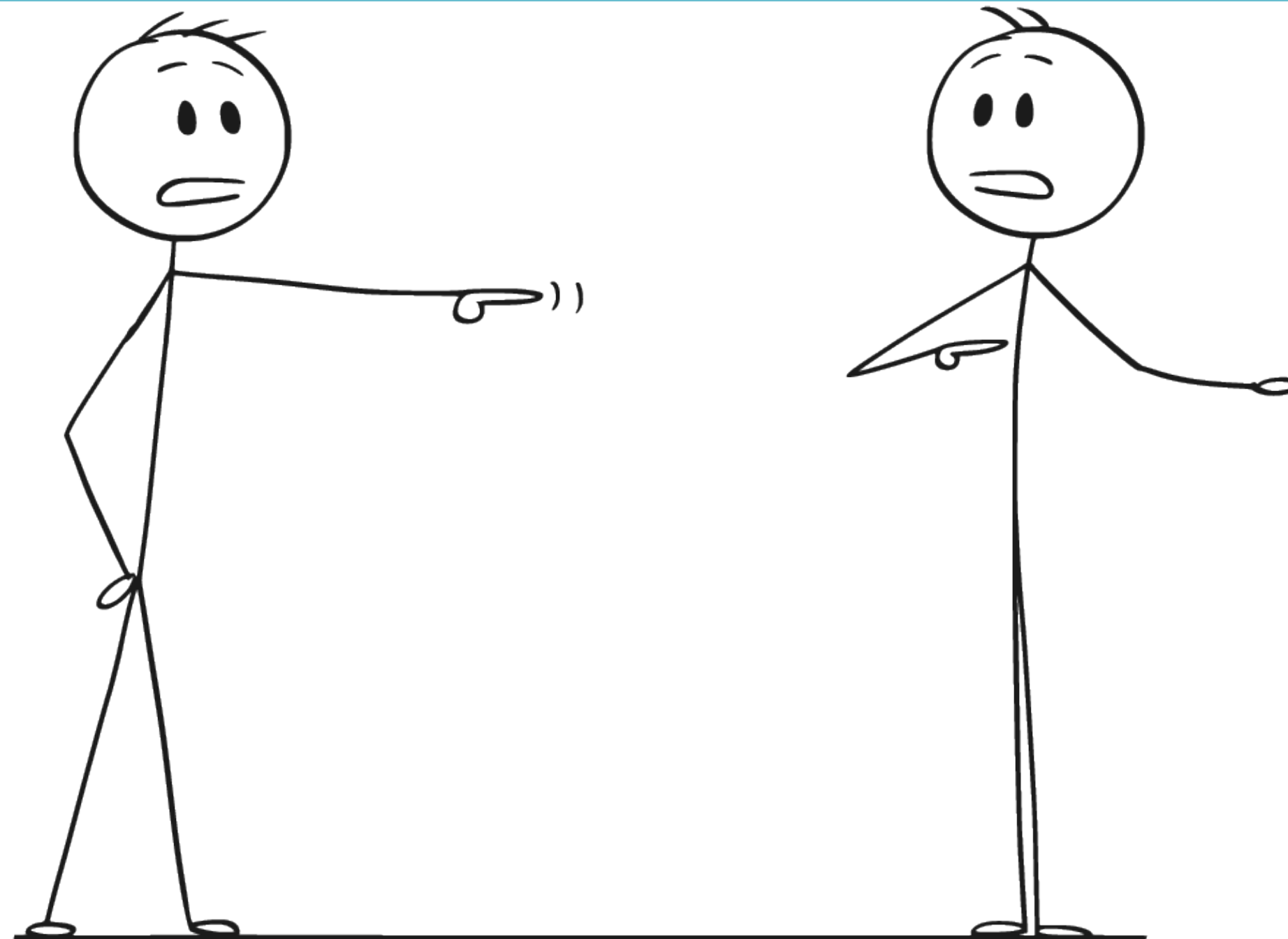
PARTICIPATION

- Those who will be implementing
- Those who may be affected
- Those who may be monitoring/ tracking implementation
- Those who will be contributing to its development

PARTICIPATION

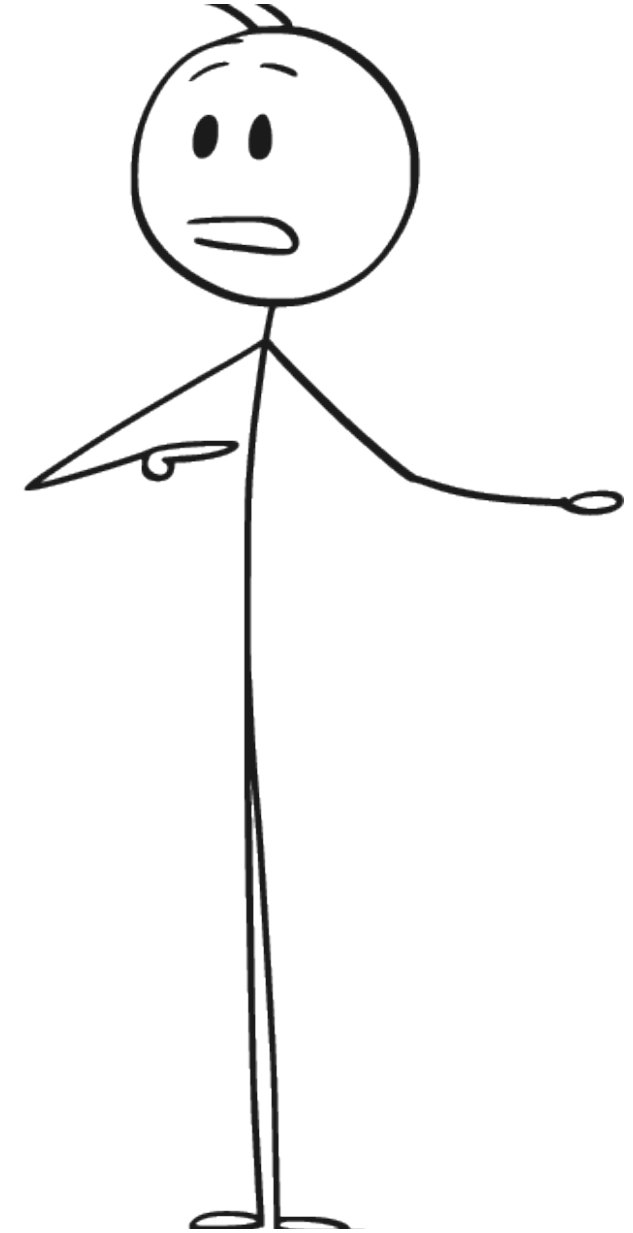
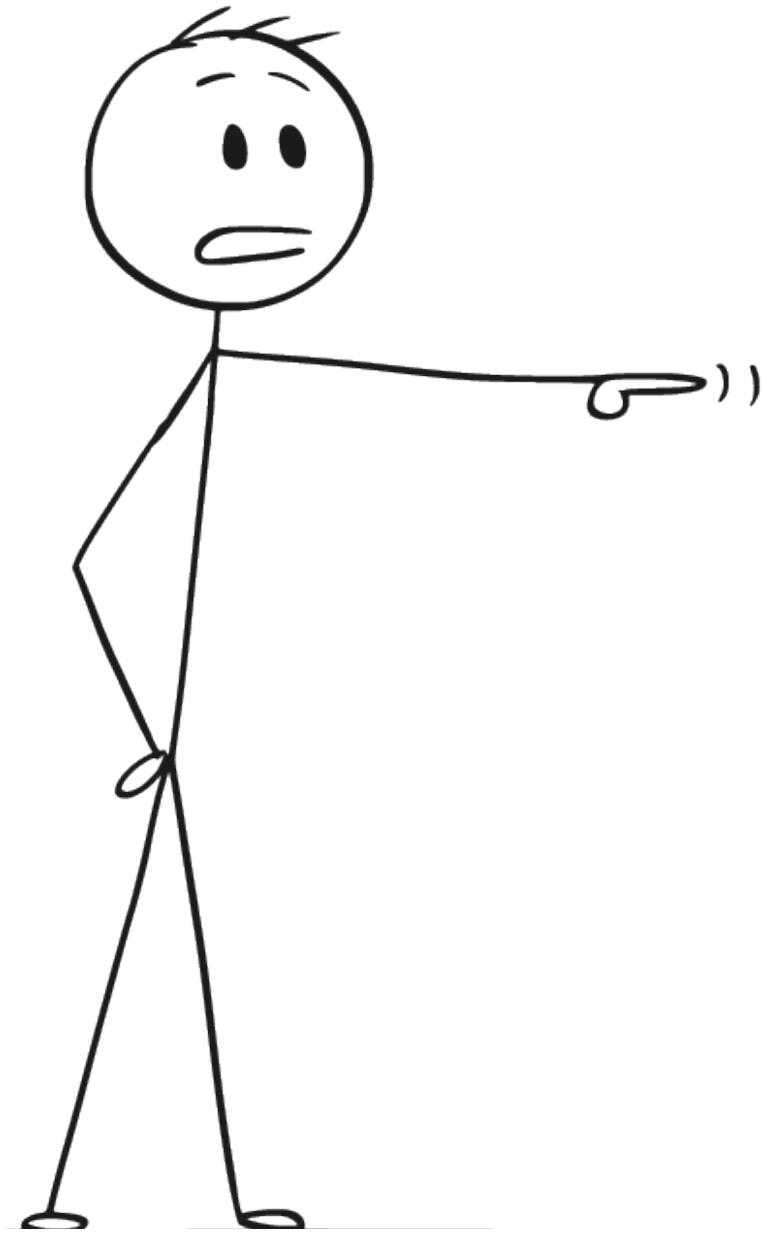
- Those who will be **implementing**
 - Those who may be **affected**
 - Those who may be **monitoring**/tracking implementation
 - Those who will be **contributing** to its development
- Stakeholders
 - Principals
 - Executive Committee / Board
 - Marketing / Business Development
 - Clients / Suppliers
 - 3rd party facilitator
 - Administrative staff
 - Interns

ACCOUNTABILITY

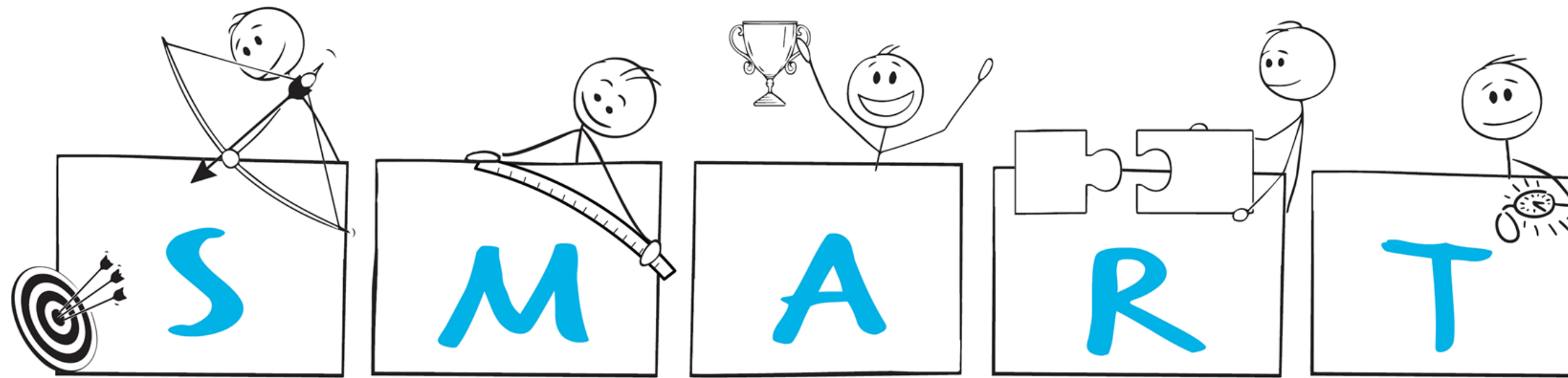


ACCOUNTABILITY

Who?
What?
When?
How?
Resources?



ACCOUNTABILITY



Specific

- What do we want to accomplish?
- Why?
- Who is involved?
- Where?

Measurable

- How much?
- How many?
- How do we know it has been accomplished?

Attainable

- Can it be accomplished?

Relevant

- Worthwhile?
- Right time?
- Does it match our other efforts/needs?

Time Based

- When?
- What can be done 6 weeks/months from now?
- What can be done today?

ACCOUNTABILITY



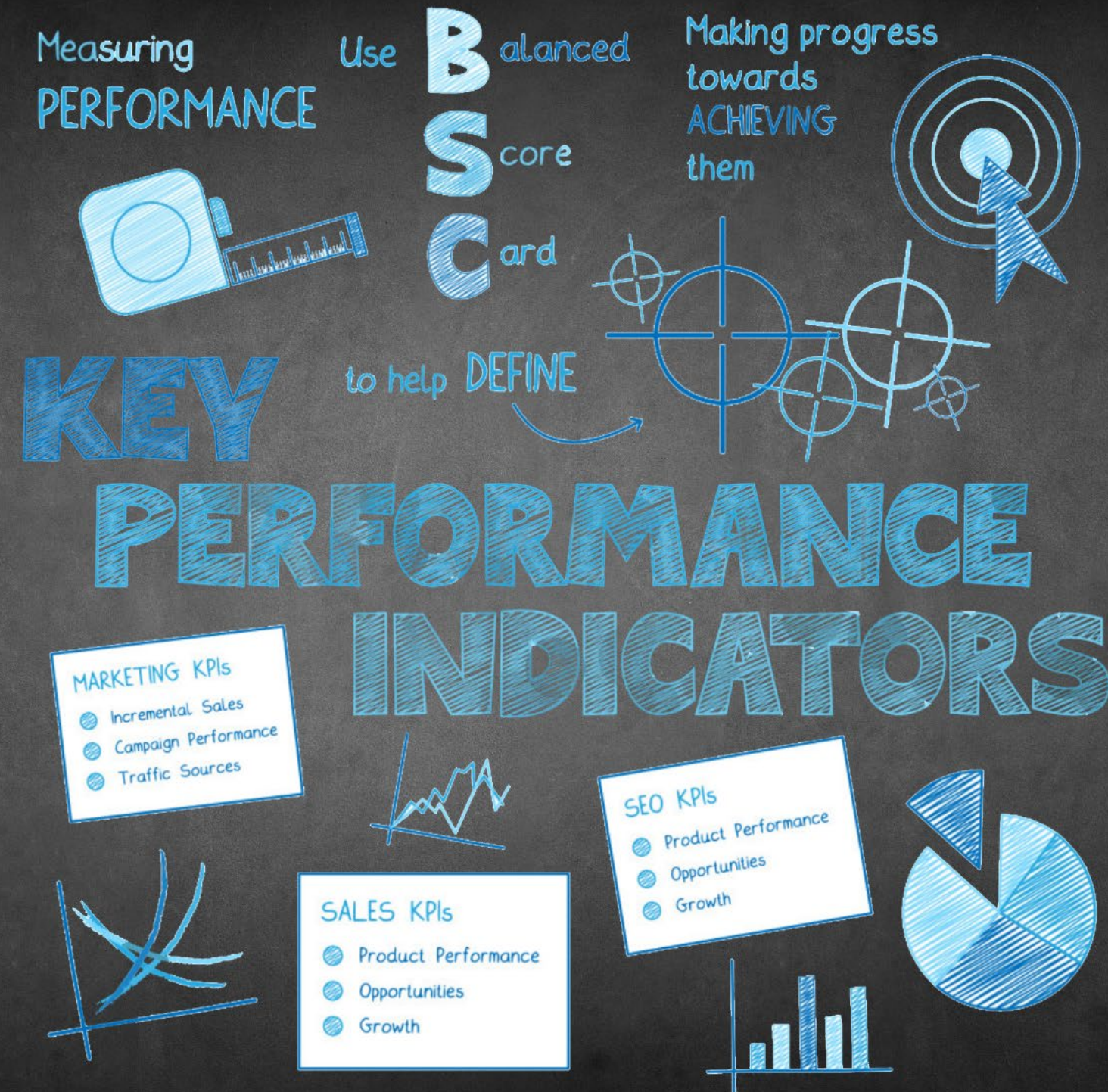
Strategy	Who	Date?
Tactics		

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Tactics		

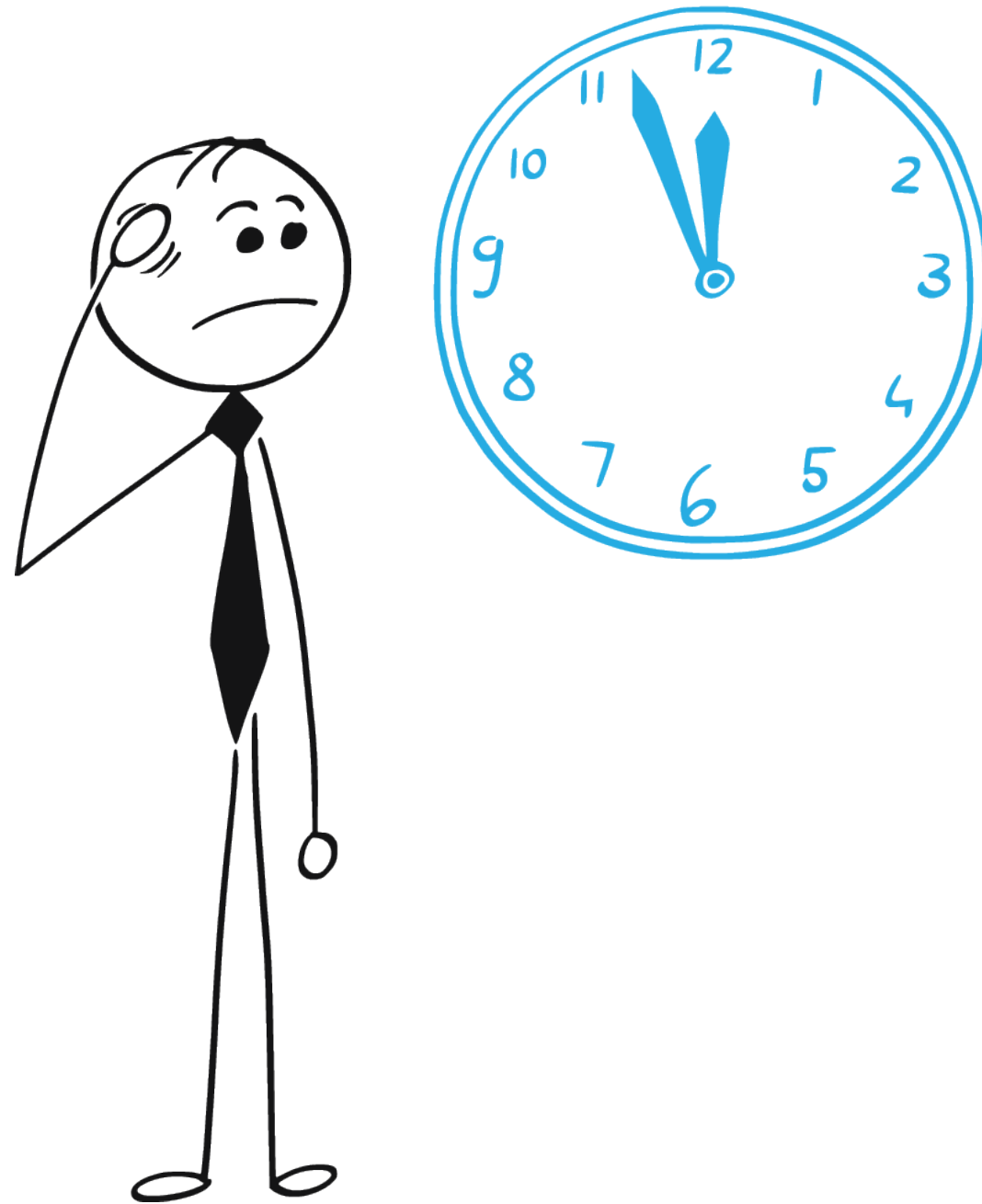
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ACCOUNTABILITY

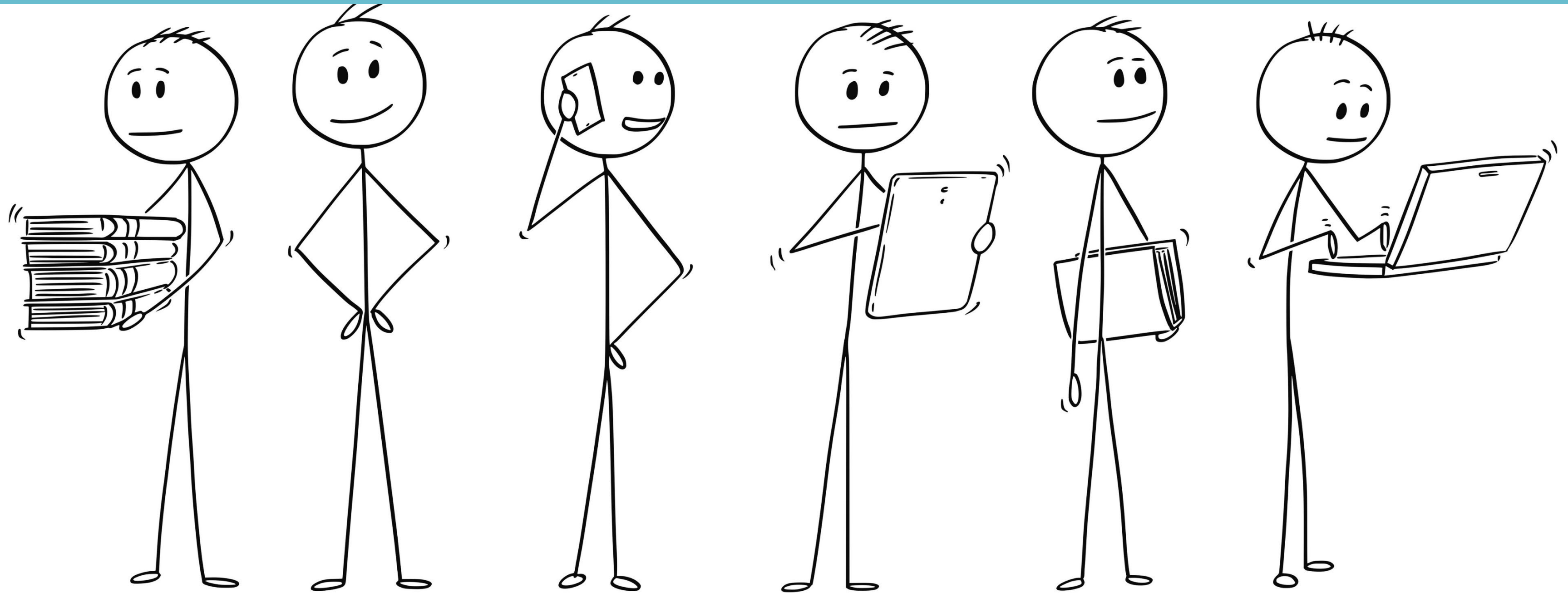
- Client / Employee
 - Engagement
 - Retention
- Profit / Revenue
- Hit Rate / Win Rate (Conversion Rate)
- # RFP / RFQ
- Click-Thru



TIME



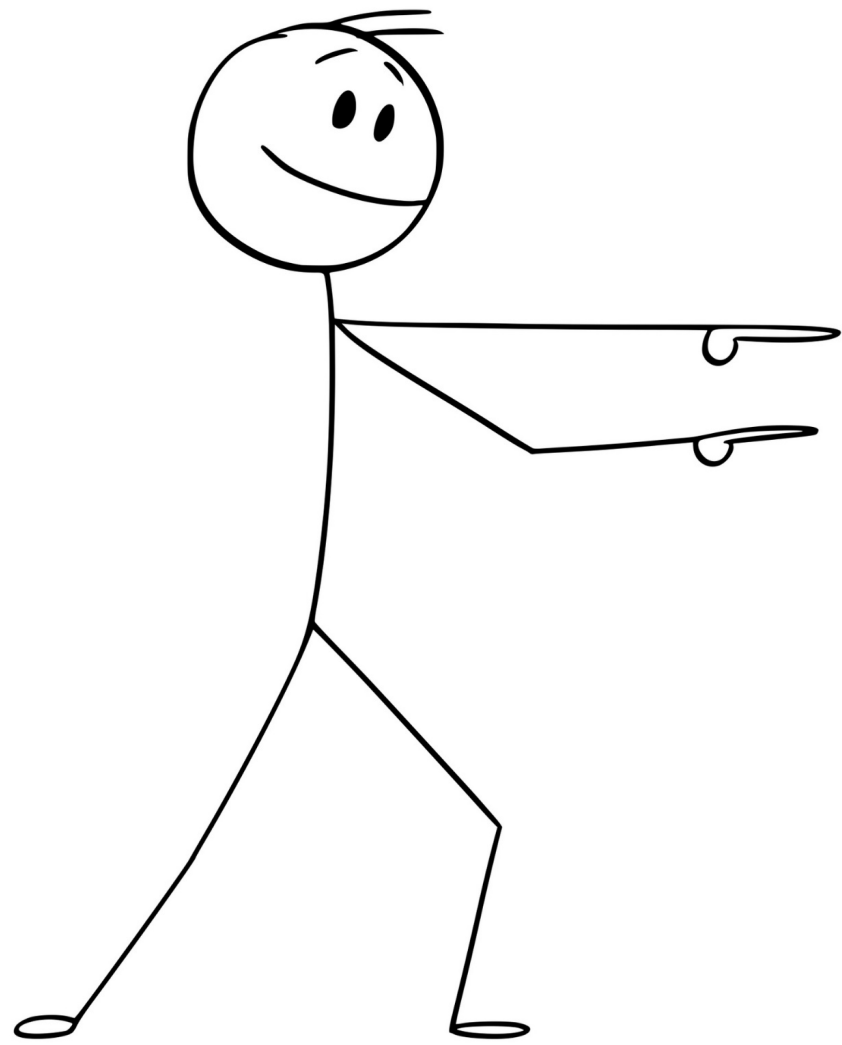
TIME



TIME



PRIORITIZATION

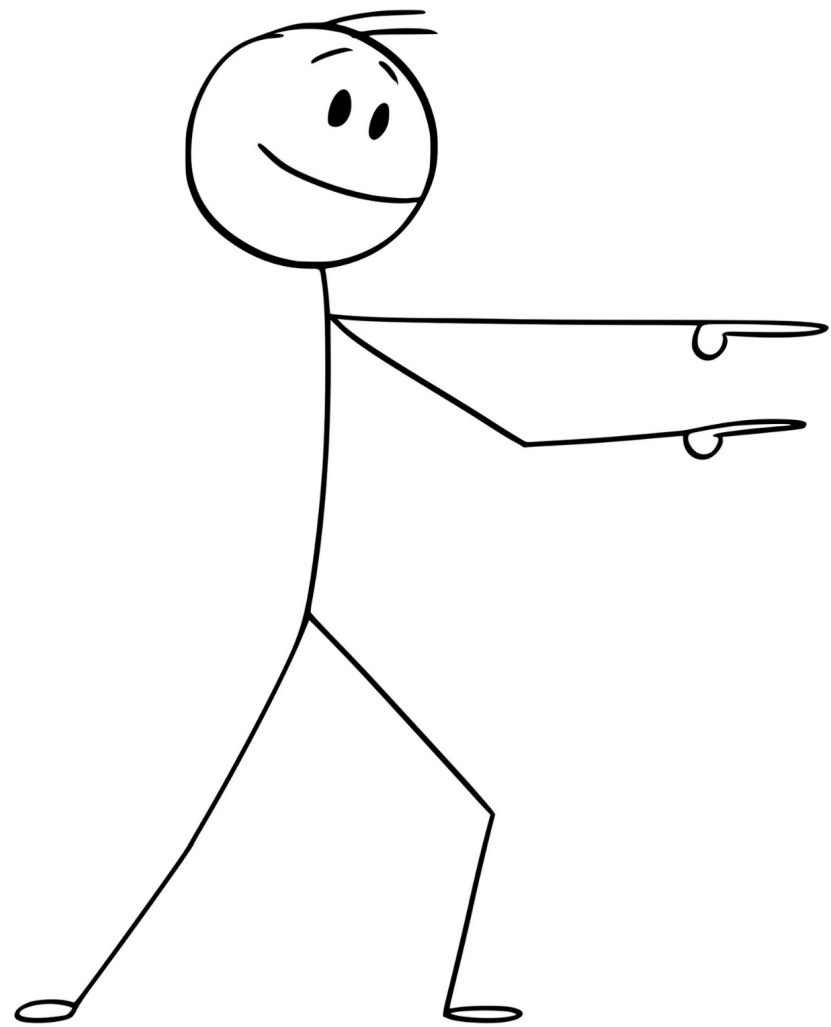


1.

2.

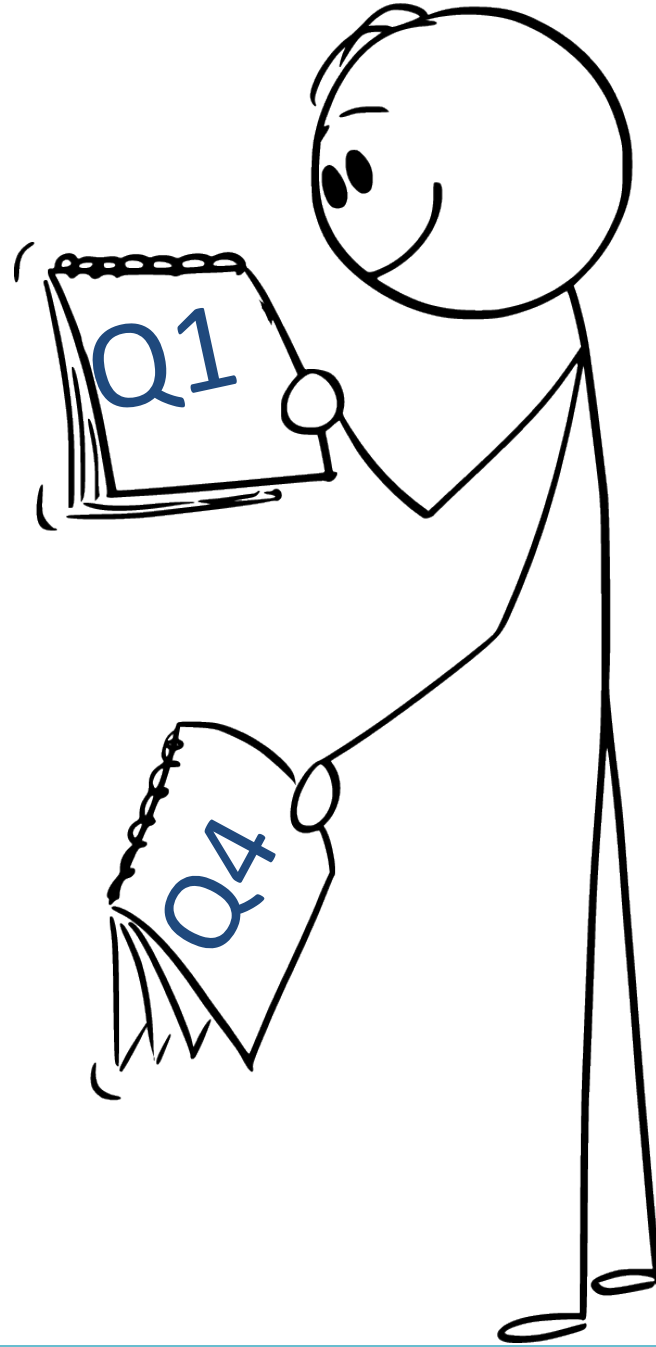
3.

PRIORITIZATION



- ✓ Now
- ✓ Soon
- ✓ Later

PRIORITIZATION



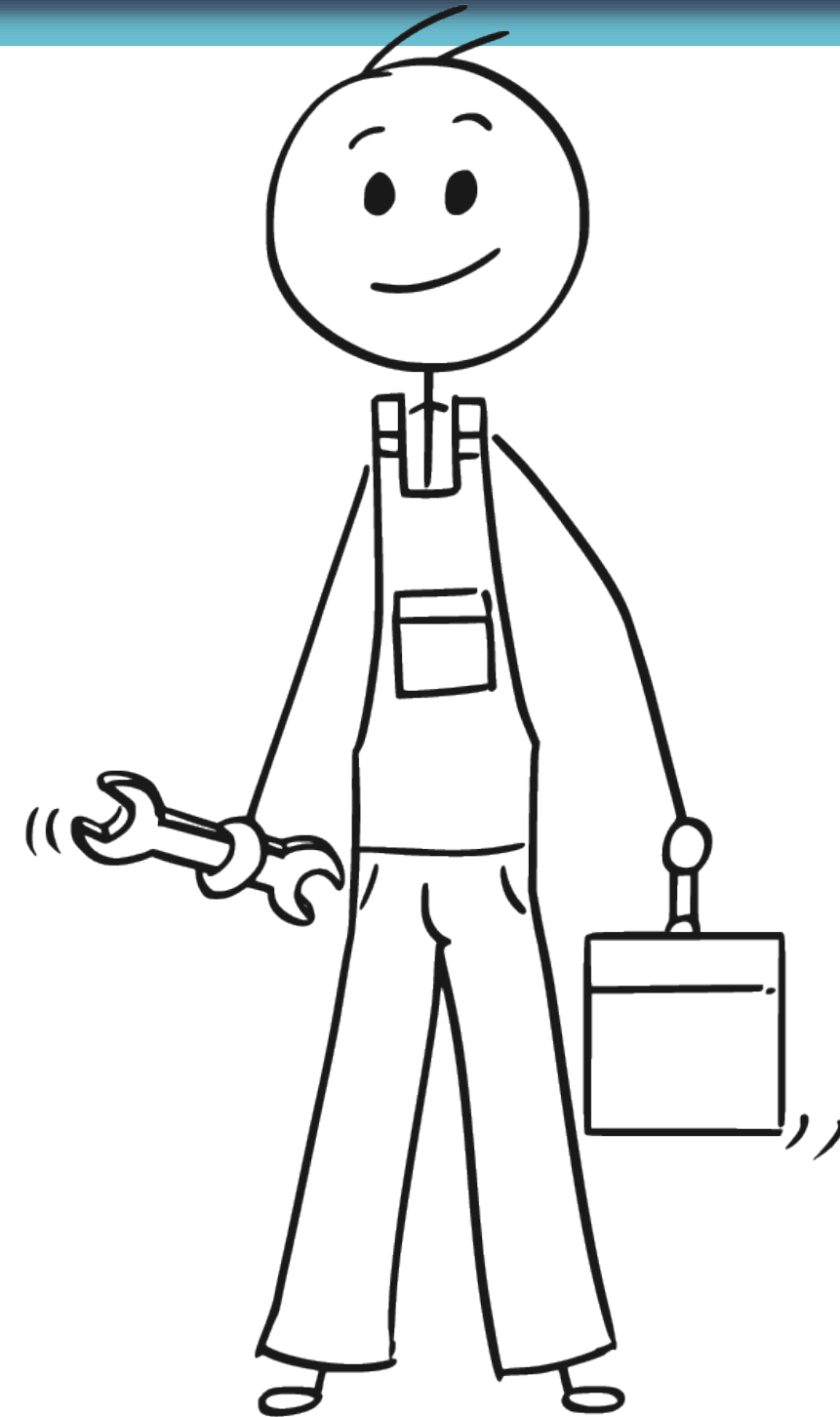
PRIORITIZATION

- Alignment with firm value(s)
- Positive brand association
- Potential for revenue
- Learning opportunity
- Potential for expansion and/or growth
- Potential for long-term relationship
- Near-term project opportunities

PRIORITIZATION

Maintain

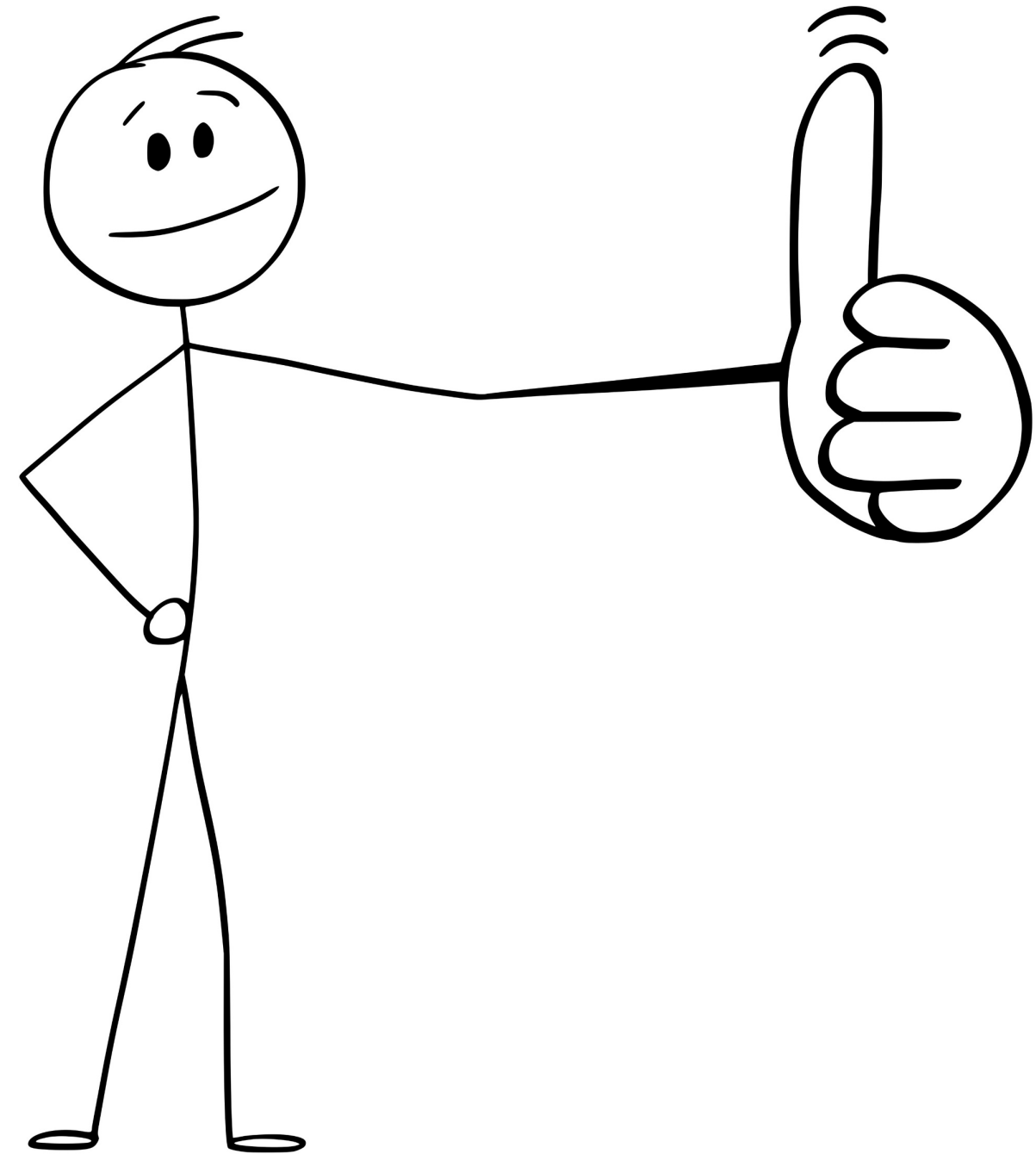
- Moderate to high revenue
- Easy/pleasant to work with
- Long tenure remaining in business cycle
- Little to no growth opportunity.



PRIORITIZATION

Grow

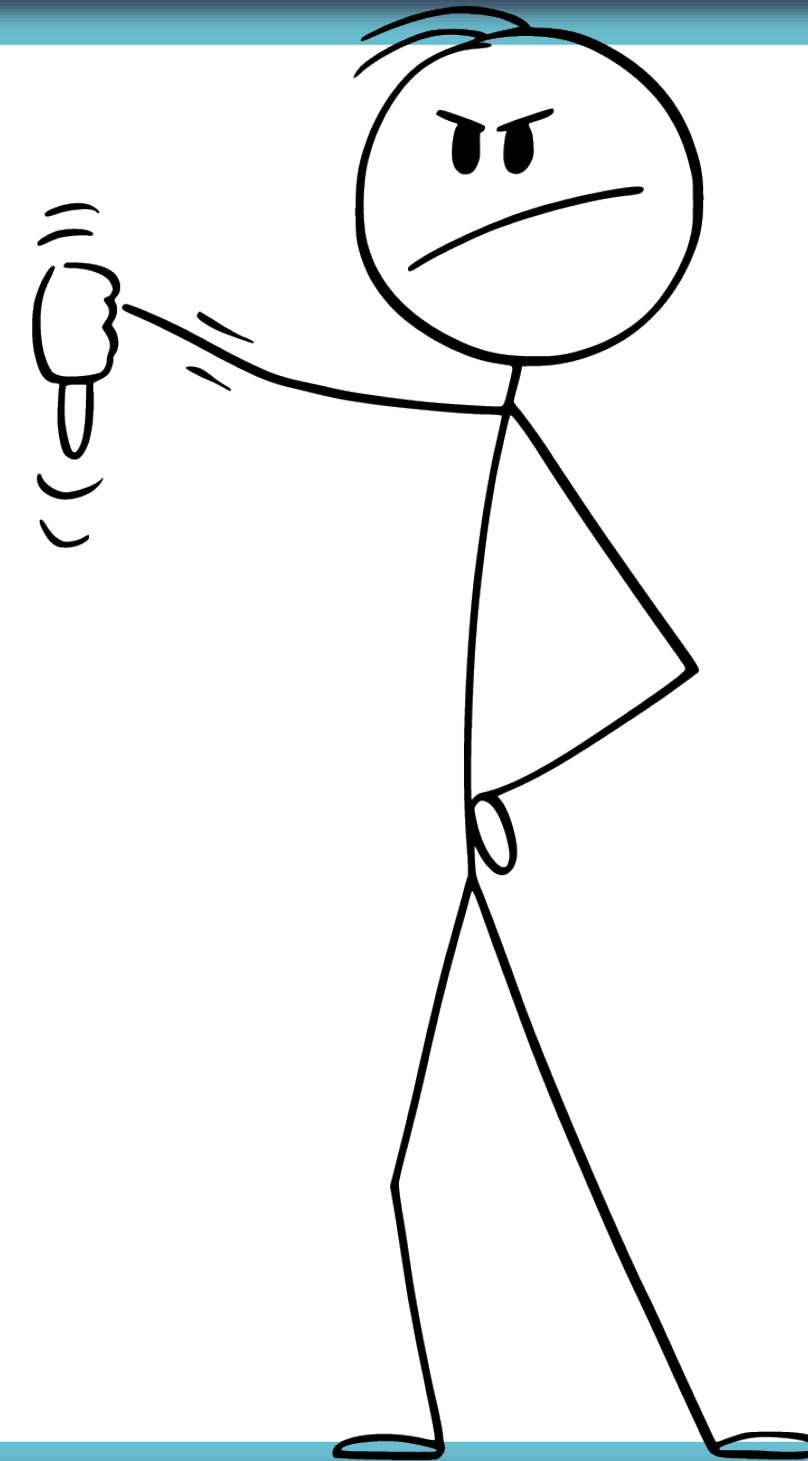
- Moderate to high revenue
- Easy/pleasant to work with
- New in business life cycle and/or growing
- Potential for growth



PRIORITIZATION

Attrit

- Little to no revenue
- Difficult/impossible to please/work with
- Going out of business



PRIORITIZATION

	# Projects	\$ Revenue
Client1	13	\$ 1,425,367
Client2	45	\$ 1,354,987
Client3	54	\$ 3,841,521
Client4	76	\$ 3,865,001
Client5	52	\$ 657,490
ClientA	15	\$ 1,875,432
ClientB	98	\$ 874,514
ClientC	24	\$ 578,914
ClientD	16	\$ 5,879,421
ClientE	105	\$ 2,846,371
Firm Total	498	\$ 23,199,018

PRIORITIZATION



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PRIORITIZATION

	# Projects	\$ Revenue	Avg. \$/Project	Avg. #/year	Avg. \$/year
ClientD	16	\$ 5,879,421	\$ 367,464	5	\$ 122,488
ClientA	15	\$ 1,875,432	\$ 125,029	5	\$ 41,676
Client1	13	\$ 1,425,367	\$ 109,644	4	\$ 36,548
Client3	54	\$ 3,841,521	\$ 71,139	18	\$ 23,713
Client4	76	\$ 3,865,001	\$ 50,855	25	\$ 16,952
Client2	45	\$ 1,354,987	\$ 30,111	15	\$ 10,037
ClientE	105	\$ 2,846,371	\$ 27,108	35	\$ 9,036
ClientC	24	\$ 578,914	\$ 24,121	8	\$ 8,040
Client5	52	\$ 657,490	\$ 12,644	17	\$ 4,215
ClientB	98	\$ 874,514	\$ 8,924	33	\$ 2,975
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PRIORITIZATION



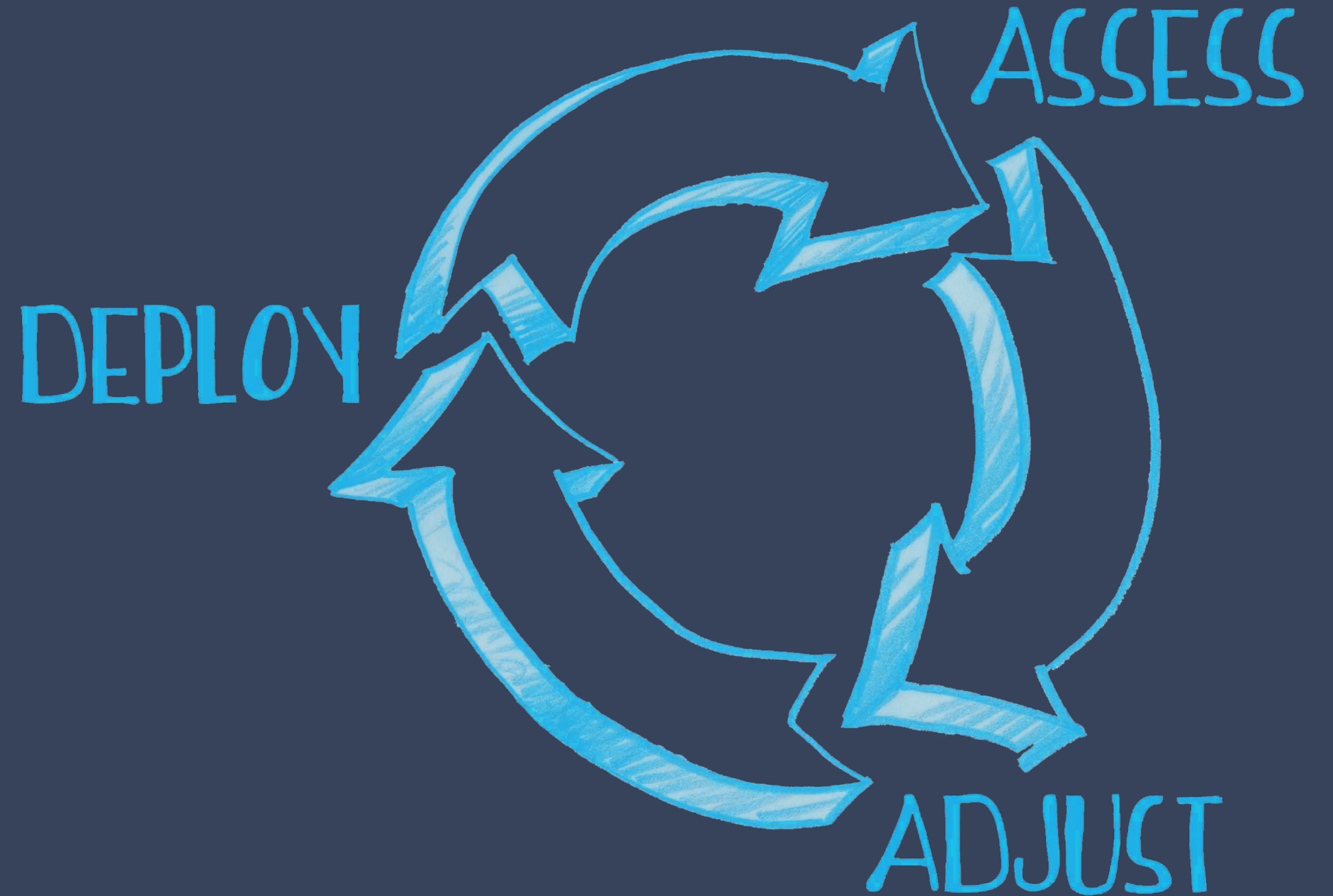
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What?

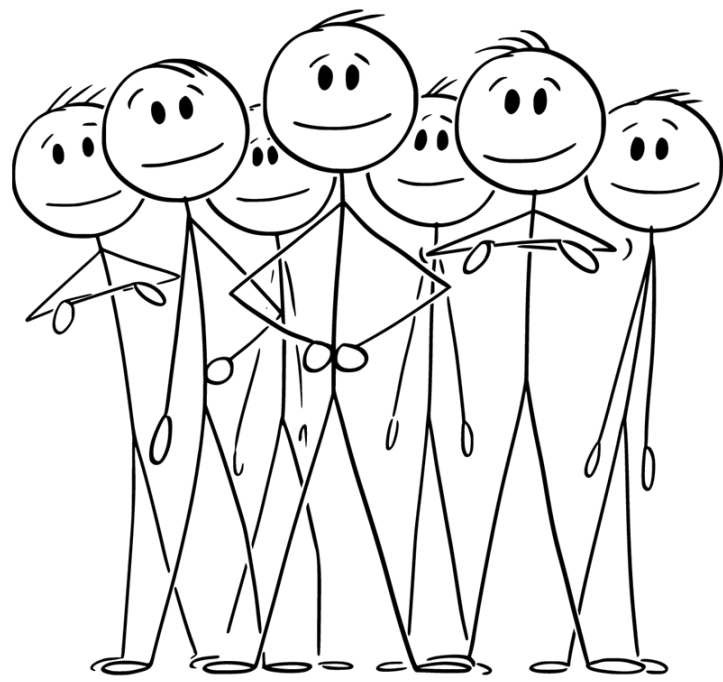


NOW WHAT?

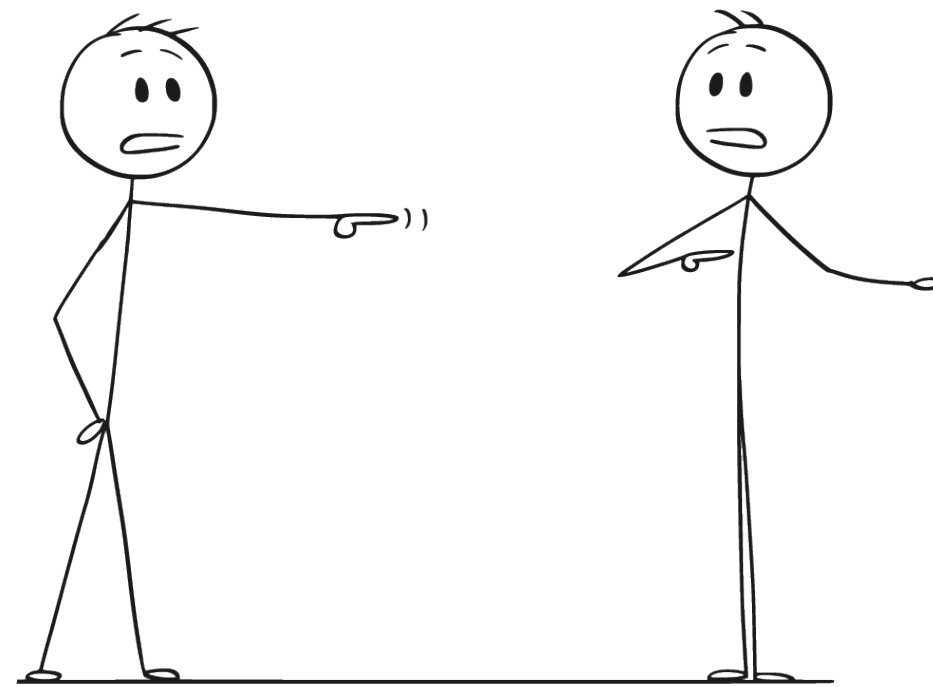
Activity does not
always equal
progress; And
activity which is not
directed toward your
goal will not help you
reach that goal.



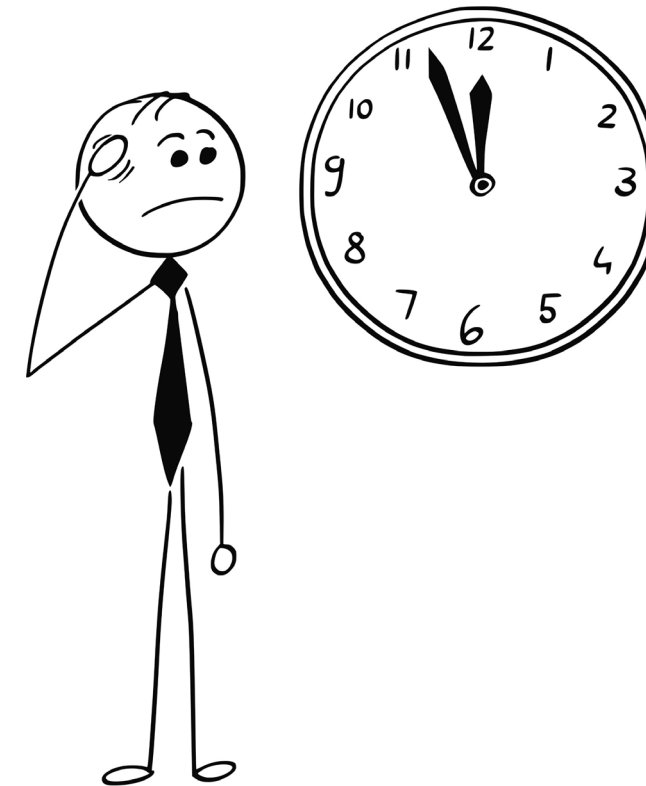
CHALLENGES



Participation



Accountability



Time



Prioritization



Stay in touch!

DRAGONFLY
AEC CONSULTING



MARKITECT

THANK

YOU

