



2 Stages, 12 Steps, 300 Words...
Planning and Problem Solving for the Real World

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AND
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Second Edition
Revised

60 Minute Strategic Plan, Inc. • Gold River, California

60 Minute Strategic Plan

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What users of the 60 Minute Strategic Plan say...

"We found it straight-forward, easy to understand, not intimidating, and it makes good sense. We have used the '60 Minute' process for three years now at our strategic retreats."

"Down-to-earth planning process. This is a winner."

"I wasn't prepared to be impressed...sounded gimmicky. I freely admit I was wrong. I was impressed."

"I found it useful in a full range of situations, from relatively small to company-wide projects."

"This process has 'legs.' I found it easy to explain. This has a good chance of becoming standard procedure in my company."

"Should be a required tool for all CEOs."

"Old pros or novices, everybody benefits from this process."

"An indelible impression—best one-page condensation of a strategic plan I have ever seen."

"A very practical, step-by-step strategic planning process that cuts through a lot of the fog and confusion that sometimes invades well-intentioned planning processes."

"Forced me to be specific; clarified my thinking. User friendly, easy to follow, enjoyable."

"This is the first time in 20 years my team and I have implemented a plan with so little effort."

*This book is dedicated to our family and friends
who encouraged and supported our dream
to help entrepreneurs and business owners achieve
the success they so doggedly work toward and deserve.*

*Entrepreneurs...you are a special breed; the
world wouldn't be what it is today without
your tenacity, innovation, courage, and vision. We hope
this book inspires you to propel your businesses and lives
to even greater levels.*

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