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60 Minute Strategic Plan Helps Businesses Make Better Decisions Faster

New Sacramento company offers innovative, 12-step strategic planning system

Sacramento, CA, January 26, 2006: One of the top ten reasons businesses fail is lack of strategy. Business consultant John E. Johnson and successful entrepreneur Anne Marie Smith launched 60 Minute Strategic Plan, Inc. this month to help businesses develop strategic plans. The company offers workshops, consulting, software, and a book all centered on the *60 Minute Strategic Plan*, a simple-to-use planning tool guaranteed to improve business decisions and create strategic plans in 60 minutes or less.

Strategic plans:

- Describe where an organization is going over the next year or more, how it's going to get there and how it'll know if it got there or not
- Are lacking in a whopping 80 percent of businesses
- Are most successful and most likely to be implemented when they are simple, flexible and focused on priorities

The *60 Minute Strategic Plan* process was originally created in 1997 by CEO John E. Johnson specifically for entrepreneurial organizations. Johnson has conducted nearly 400 planning workshops in 27 states, Canada, England, Australia, and the Caribbean. The process has been proven to work by over 6,000 CEOs and 2,100 senior managers in hundreds of industries processing thousands of issues. "We're excited to bring the *60 Minute Strategic Plan* to a wider audience with our book and software. Our vision is for businesses to excel and propel to new heights using their strategic plans as the catalyst," says Johnson.

"It's as if we had been walking around in the dark and suddenly someone turned on the lights. This is the first process I have been able to implement in my organization succinctly and successfully." says Timothy J. Leach, President and CEO of FP Technologies, Inc and *60 Minute Strategic Plan* user.

"This has all the makings of being as big with CEOs as *One Minute Manager* was to managers in the Eighties," says Alan Landry, business management consultant and adjunct professor at Pepperdine University's MBA Marketing Management program.

For more information about the *60 Minute Strategic Plan*, go to www.60msp.com.

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