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Startup@74: Man launches his dream to help businesses succeed

Sacramento, CA, February 1, 2007: At age 74, John E. Johnson, of Davis, California recently launched his dream called the *60 Minute Strategic Plan* to help businesses develop strategic plans. His new company offers workshops, consulting, software, and a book, all centered on the *60 Minute Strategic Plan*, an easy-to-use planning tool for business and organizational decision makers.

Why start a business now when he should be enjoying the leisurely life of retirement? "I don't believe in retirement," says Johnson with a grin, "I believe in readjustment."

Johnson created the *60 Minute Strategic Plan* in 1997 and has given workshops all over the world for the last nine years to over 8,000 business owners and executives. But Johnson wanted to bring his invention to a wider audience, so he spent the last year co-authoring a book that describes how to use the process. *60 Minute Strategic Plan: 2 Stages, 12 Steps, 300 Words...Planning and Problem Solving for the Real World* is an interactive workbook that emulates the workshop. "The target readers are results-oriented entrepreneurs with little tolerance for lengthy instruction or long learning curves," says Johnson, "So by the end of the book, the reader has a completed plan he or she can begin implementing immediately."

Johnson, who has a business degree from University of Western Ontario (Canada's Harvard School of Business), was an advertising agency executive for 30 years and then a business consultant for 14 years before "retiring." "It doesn't make sense that the wisdom accumulated by 50 years of hard-earned successes and failures should be lost, says Johnson, "Younger people can benefit from the lessons I learned from my own career and from the experiences of my clients. My mission is to teach them."

"Of course, I was smart enough to bring on a partner who has experience starting up and building a successful company," Johnson admits. Anne Marie Smith, a highly successful Sacramento entrepreneur co-authored the book with Johnson. She is President of 60 Minute Strategic Plan, Inc.

Starting up or starting over, it's never too late to live your dream. "I'm having a blast," says Johnson. "I wake up each morning and bound out of bed excited to see what new experiences the day will offer."

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

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