

“STRAT TALK” GIVES BUSINESSES TOOL TO SOLVE PROBLEMS, MAXIMIZE RESOURCES IN ECONOMIC SLUMP

New blog will include ideas of how to leverage tax incentives in \$168 billion federal economic stimulus package

SACRAMENTO, Calif. – Feb. 13, 2008– *60 Minute Strategic Plan (60MSP)* launched the “Strat Talk” blog today, just in time to help businesses plan for their share of \$50 billion in federal tax incentives President Bush planned to sign today in a \$168 billion economic stimulus package. The strategic planning blog will address challenges businesses face today and tackle how decision-makers can survive and thrive in any economic environment.

60MSP is a planning and problem-solving solution that uses an easy-to-implement strategic plan to set businesses on course to achieve revenue, profit and market-share goals. Its creator, John E. Johnson, 60MSP chief executive officer, is the Strat Talk blogger and draws on nearly 50 years of effective strategic planning successes to share his insights and answer reader questions and comments.

“Dire predictions for 2008 are causing businesses to hope for nothing more than ‘making it through’ the year. Making it through to what? How? Identify a goal or ideal outcome and then achieve it,” Johnson said. “The key to success is a quick but well thought-out plan that you’ll actually implement in the real world with your available resources, including these promised federal tax incentives.”

The blog will explore the real-world challenges and opportunities readers are experiencing right now and determine how a fast but effective plan can help. A strategic plan enables executives and managers to articulate the best outcome and align and focus limited resource to achieve those goals. Strategic focus and re-focus is the key to success, Johnson said.

The 60MSP process has been field-tested by thousands of executives in North America and abroad since 1997. The plan is available in book, software and workshop formats to accommodate companies both large and small.

Strat Talk is located on the 60MSP Web site at <http://blog.60msp.com/>.

About 60MSP

60 Minute Strategic Plan is an effective planning and problem-solving solution introduced in 1997 by CEO John E. Johnson. This innovative, cost-effective and field-tested strategic planning process simplifies complexities so anyone can solve a problem with a plan. Hundreds of industries have simplified and processed thousands of issues through the *60 Minute Strategic Plan* with financial benefits ranging from thousands to millions of dollars. The *60 Minute Strategic Plan* turns rapid-response planning into rapid-fire change. For more information, visit the Web site at www.60msp.com.

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