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# Authors' Book Named National Indie Excellence Book Awards Finalist

Sacramento, CA, May 3, 2007: A recently published book by business authors and strategic planning consultants, John E. Johnson and Anne Marie Smith, was named recently as a finalist in the National Indie Excellence 2007 Book Awards in the Business category.

The book, *60 Minute Strategic Plan: 2 Stages, 12 Steps, 300 Words...Planning and Problem Solving for the Real World*, describes a process that helps businesses and organizations create strategic plans quickly and easily using a unique, one-page visual format.

"We're gratified our book has been recognized and excited to be a finalist," say Smith, President of 60 Minute Strategic Plan, Inc.

CEO Johnson agrees. "I'm honored. My hope is that this award creates more awareness about the *60 Minute* process so that those who have avoided strategic planning in the past won't any longer." Johnson, who created the process in 1997, has conducted over 400 workshops all over the world to over 8,000 professionals. "I've received nothing but rave reviews about the simplicity and flexibility of the process and amazement that a strategic plan can be completed in under an hour."

The book was written in a hands-on, interactive style to emulate the workshop. "Our target readers are results-oriented business professionals with little tolerance for lengthy instruction or long learning curves," says Smith, "So by the end of the book, the reader has a completed plan he or she can begin implementing immediately."

In addition to the book, the company offers software, workshops and consulting all centered on the *60 Minute Strategic Plan* process. Johnson has been a strategic management consultant helping organizations for over 20 years and has nearly 30 years of experience in product marketing management. Smith is a successful business consultant and entrepreneur who built her first company into a high-growth, successful venture that was on the *Inc 500* fastest-growing privately companies list for two years. Both Johnson and Smith enjoying helping organizations propel and excel to new levels of performance.

For a list of the other award winners, go to [www.pubinsider.com/indieresults.html](http://www.pubinsider.com/indieresults.html). For more information about the *60 Minute Strategic Plan*, go to [www.60msp.com](http://www.60msp.com).

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