

# FOR IMMEDIATE RELEASE

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## Propel Your Business to New Heights in a Down Economy *Author and Strategy Expert Conducts Business Workshop in Vancouver*

May 19, 2009: A down economy doesn't mean that you have to throw your hands up and submit your business to it helplessly, hoping for the best. In fact, the most successful business owners are proactive and take advantage of the situation by creating a plan that provides the padding the business needs to ride out slow times and lays the groundwork for future growth. "Look at these types of crises as opportunities," says John E. Johnson, author of *60 Minute Strategic Plan: Planning and Problem Solving for the Real World*, "Business owners who take advantage of hard times are the ones that usually have more profitable, long-term success."

Unfortunately, even in a great economy, most business owners avoid strategic planning because they think it's difficult or time-consuming. "Not true. You can create a strategic plan for your business very quickly," says Johnson. "In my workshop, business owners end up with completed plans in less than three hours, and the only reason it takes that long is because they are learning a 12-step process and I'm providing advice and coaching along the way."

A good strategic plan is both visionary and tactical, describing not only where a business is going but how it's going to get there. According to Johnson, your plan should identify the specific strategic issue you want to resolve, the assumptions about why the issue is important and the values the business needs to implement the strategy. The plan also must establish a vision; that is, the best imaginable specific outcomes for the issue. Additionally, the plan should identify customer benefits, obstacles to the vision, and strengths, weaknesses and opportunities. You then create strategies out of the obstacles and weaknesses and list action steps necessary to remove them.

"I can guarantee you that hope is never a good strategy. And neither are worrying, wishing, or crossing your fingers," advises Johnson. "Having a well thought-out plan will not only help you sleep better at night, it will give you a clear path to follow, vastly increasing your odds of surviving tough times."

Johnson, a native Canadian who has lived and worked in the United States for over 30 years, will be conducting a strategic planning workshop during the Business Improvement Areas of British Columbia (BIABC) 2009 annual conference (<http://www.conference.bia.bc.ca/>) on May 28 at the Empire Landmark Hotel in Vancouver. Mr. Johnson will also be signing copies of his book, *60 Minute Strategic Plan*, on Wednesday, May 27 from 11:30 am to 3:30 pm at Chapters bookstore, 788 Robson Street, on the 2<sup>nd</sup> floor in the Business section.

For more information about Mr. Johnson and the *60 Minute Strategic Plan* a Media Kit is available at <http://www.60msp.com/NewsRoom.htm>.

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