



Want to offer a simple, powerful, effective Strategic Planning process to your clients?

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**Become a Licensed Stragile Strategist**

[www.stragile.co](http://www.stragile.co)



Welcome to Stragile, creating fast, focused and flexible organisations.

Traditional strategy days have two outcomes, a great day with a lot of output, forgotten the next day in a hail of emails and distractions; or a 'talkfest' with no actionable outcomes. Often frustrating to run and hard to manage. What you need is a productive collaborative process, that not only captures your clients' key priorities, it translates them into a actionable milestones, all recorded in transparent simple software, to ensure simple implementation and success.

# What is Stragile?

A Licensed 7-Step Strategic Mapping Process where you facilitate a collaboratively built a 3-Year Map in a Day! (Yes, that is possible) The outputs are then captured in your Licensed Cloud Software for transparency, accountability and simple implementation.

The actions and outputs are then re-calibrated by you with your clients every 90 days creating an agile and adaptive learning process, over 12-months.



## Who's it for?

Perfect for Professional Services Practitioners and Consultants with good commercial experience, who are able to facilitate. Stragile is ideal for those looking to add a pinnacle Strategic Planning offer to an existing client base of CEO's, Boards or Business Owners.



## Implementation & planning

One of the significant changes and pain points for organisations is translating Strategic Planning into Implementation. The Stragile Methodology can be used to do both simultaneously, because it is built by a broader team and specific tasks are set on the day. This means you are activating and implementing literally the next day!

For larger more sophisticated corporate organisations, which insist on large data insights and the classic 4-kilogram strategy document, Stragile can be used as a 'sense maker' to collaboratively translate a complex document into a corporate organisation plan. Again, as this is built collaboratively the participants have a heightened sense of ownership, as 'people own what they help to create'. Thus you overcome the 'thud factor' of the complex document hitting the table but lacking traction without a way to initiate action and create momentum.



# What are the Outcomes for your clients?

## **Three year Strategic Map, with measurable outcomes.**

The 'plan on a page' methodology has been around for a while. Here is the Digital-Era version. Clear concise and easy to apply. It brings a level of accountability, and because it is built collaboratively the buy-in is amplified. People own what they help to create.

## **Strategic Investments identified.**

These are the Focus areas that will drive future success and are identified by understanding the future operating environment. They are a filter for investment of focus, thought, planning and attention.

## **One-Year Milestones and responsible owners.**

Finally a Strategic Mapping Program that produces operational tasks that drive clear implementation. These are accountable areas with clear objectives and accountability.

## **90 Day Goals. Unified agreement on direction.**

Going beyond the 12-month Milestones and specific allocated tasks to be completed in 90 days. Enough time to get significant tasks completed and close enough to engender a sense of urgency.

## **A transparent cloud based monitoring system.**

Bringing accountability and transparency to an agreed course of action is how you achieve successful implementation. Your collaboratively built plan sits on an interactive cloud based Stragile portal. Milestone owners and key stakeholders have access and can demonstrate and progress across the plan.

# What are the Outcomes for you?

## **Engaged clients working with you on strategic imperatives.**

Stragile like any good planning methodology culminates in a clear set of actions. These may well be aligned with other competencies that you or your organisation have, creating opportunities for additional contracts and revenues.

## **Training in the latest Strategic Mapping Methodology.**

We have a two-day intensive Stragile Boot Camp to equip you to facilitate the Stragile Mapping Sessions. We also provide ongoing online training and support, plus a Refresher Course and Master Class for Licenced Stragile Strategists.



### A simple step-by-step, neutral facilitator's process to follow.

Our aim has been to make the process as simple yet impactful as possible. To aid the flow and process for new facilitators, we provide resources in the form of a simple step-by-step process flow for use during your Stragile Session. This cheat-sheet serves as a prompt to ensure you have the confidence to keep your day on track.

### Easy to use collateral including slides, visual aids, prompts, and scripts.

The Stragile Methodology has a specific structure yet you can deliver it in ways that work for you and for the relative sophistication and size of the company you are serving on the day. In order to do that, we provide PowerPoint slides, explainer manuals and worksheet templates, so you can customise the experience depending on participant numbers, organisation type and the company's stage of growth. Everything you need, in a box!

### Cloud based Stragile Software to track for performance and transparency.

Even a great strategic planning session can soon lose momentum and be crowded out by the urgency of the everyday avalanche of emails, meetings and daily demands. Having your Stragile Map in the Stragile Software means a high level of transparent and accountability is created. As a professional services company this means companies who are your clients get greater impact and you get a greater sustainability of engagement.

### Cover your license investment with just one client.

We are consultant too, so we understand the pressure of clients, effective delivery, fees, cash flow and the lead-times it takes to generate revenue. Our fee structure is built on the premise that even one additional small client who takes the Stragile Program, should cover your licence fee for the year. Any additional clients you acquire, have no licence fees for you to pay. Please note that there is a small fee your client pays for the Stragile Software Licence. (There is an alternative option for you to collect this yourself should you prefer.)

Stragile licence fees are paid on a monthly basis to aid cash flow and take into account the lead-times required to acquire clients. This makes the Stragile Program simple, uncapped, cost effective and not onerous on cash management.

*Fast, focused &  
flexible strategic mapping.*

# Training

Regardless of your facilitation experience or lack of it you will need to be trained in the Stragile Methodology. The Stragile Process is deceptively simple and yet highly effective. It is high intensity and low touch, ideal for time-restricted facilitators.

**Our two-day Stragile Boot-Camp has micro lectures, immersive workshops and lots of hands on experiences, with opportunities for questions and answers.** Our aim is to make you independently capable of Stragile delivery by the end of the two days! If we can create a system that builds a three year plan in a day, we can certainly train you to run it in two.

**We take a little time looking at the reason why it works and the ideas behind the system.** We then walk you through a comprehensive step-by-step interactive workshop on the '7 Step Stragile Process'. This includes familiarisation of, and introduction to, the templates and tools available. We then run some real world scenarios and get hands on with the system. It may sound complex but it's not. It is almost a "paint by numbers" approach that gives you a clear framework. You can then add your own flavour and expertise as you see fit.

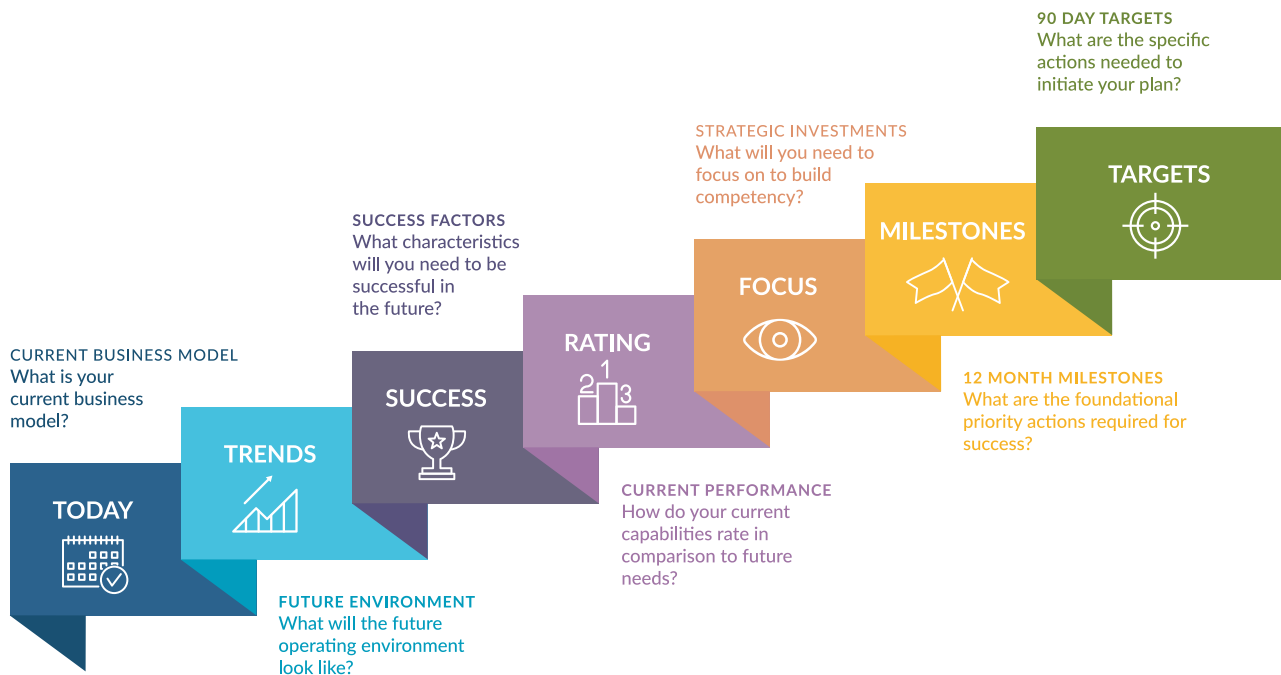
**There is an introduction to the Stragile Software Platform to familiarise you with its use and potential.** We train you on the day and provide ongoing support. As with all we do, it is a low compliance, low touch, simple but highly effective tool. As a Licenced Stragile Strategist you have access to a comprehensive dashboard that will support all your clients, and you'll see their relative progress, participation and interaction with the platform. This allows for pro-active intervention as required.

We enjoy our work so whilst it will be intensive and comprehensive, we want have some fun on the day and would like to get to know you, and for you to get to know us. If we're to spend two days together and have an ongoing relationship, we might as well make it a great experience whilst ensuring you are well prepared and equipped.



*Note: Stragile Boot-Camps are limited to 10 Participants to ensure active participation, effective learning and personal attention.*

# Process



**Today.** We unpack your current business model to understand today and to get all participants looking at the business as a whole rather than in component parts.

**Trends.** We identify trends that will impact your business over the next three years. Understanding your future operating environment is a fundamental part of good strategic planning.

**Success.** What characteristics and capabilities will a successful company have in your future operating environment? Clearly identifying these factors gives clarity for future requirements of success.

**Rating.** Honesty time! How do you rate yourselves as an organisation on these key factors of success?

**Focus.** In order to meet your future requirement you will need to invest time, resources, thinking and energy in building capabilities. What are the areas you need to focus on?

**Milestones.** “Rubber hits the road” time, we help you choose and refine the key foundational pieces of work that need to be completed within 12 months. These milestones are allocated milestone owners who are responsible for their delivery.

**Targets.** First steps are always important. On the day, we agree, as individual milestone owners and as a group, the first 90-Day Targets for each Milestone. This is key for momentum and implementation.



# Pricing, training & licence

## Stragile Boot-Camp in Sydney, Australia. 2500 / day

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- ▶ Stragile Intensive Two-Day Training.
- ▶ Limited to a max of 10 participants

*Note: If you have 10 participants to train in your company, we will create a Stragile Boot-Camp at your location, anywhere in the world. (Ask us how)*

## Stragile Resources FREE

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- ▶ Stragile Workbook
- ▶ Stragile Facilitation Templates
- ▶ Stragile Process Summary Sheets
- ▶ Stragile Session PowerPoint
- ▶ Stragile Tools & Tips
- ▶ Stragile Online Support

## 12 Month Stragile Licence 1250 / month

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- ▶ Stragile IP Licence
- ▶ Stragile Software Licence
- ▶ Stragile Software Support

## End User – Client Software Licence 197 / month

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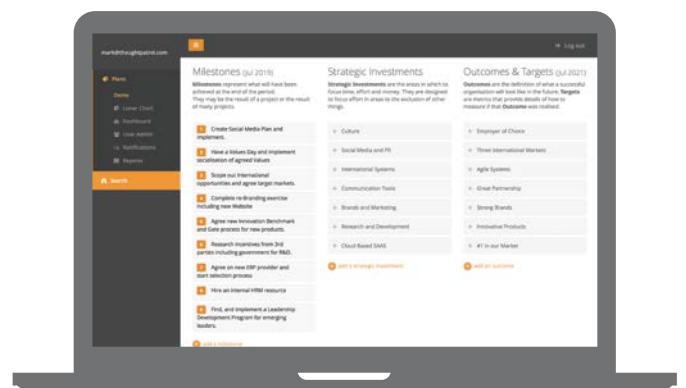
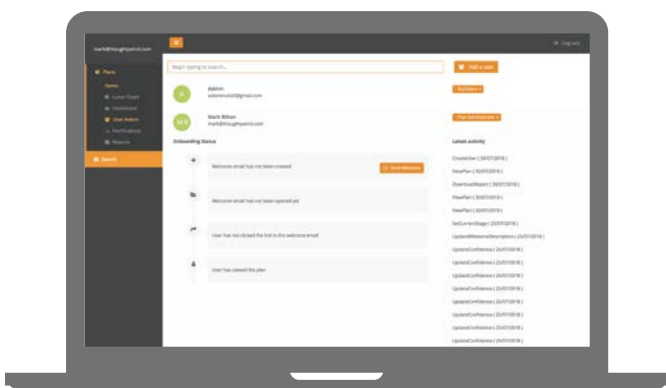
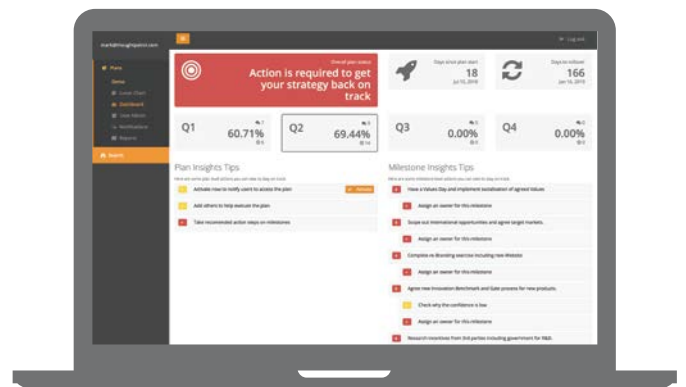
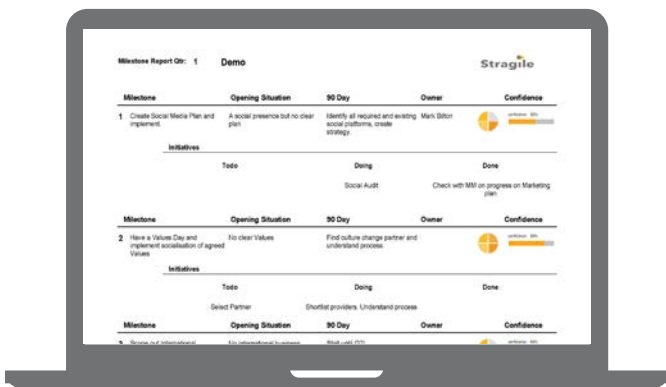
- ▶ 12 Month Stragile Licence
- ▶ Online Stragile Software Support
- ▶ Limited to 10 Users
- ▶ (Additional users 19 / month)

# Software

Our cloud based online Stragile Portal captures the one page plan and the associated execution initiatives in an online application, providing anywhere, anytime access to a single up to date version of the plan. Milestone owners and contributors can blog and hyperlink relevant information creating a rich repository of information about the plan and its execution.

This transparency gives not only a sense of empowerment but brings a high degree of accountability to complete the tasks set. This is compounded by the 90-Day Recalibration Sessions that enhance learning capture changes and are an opportunity to adapt and enhance transformational performance.

As a Licenced Stragile Strategist you will have additional access to a dashboard of all your plans and see individual engagement rates and plan progress to track performance. This allows you to follow up effectively where required. You can also add people to plans, and change milestones as and when required. The interface is very intuitive and has been deliberately kept simple to enhance user experience and to keep compliance to a minimum.



# About us

*Our purpose is to enable leaders and their organisations to realise their full potential. The contemporary business environment challenges conventional leadership practice. Our programs and resources are practical, applicable and relevant to the Digital Age workplace.*

The Stragile philosophy has been active for twenty years in the hands of our Managing Partner Mark Bilton. In the last few years it's been honed, refined and proven over many industries. It's now ready to be made available to a select group of Licensed Strategists.

## Mark Bilton

BSc GradDipBus MBA FAICD FAIM  
CEO Advisor | Managing Director

Mark is a Leadership Advisor, Strategist and Speaker. He enables leaders to 'realise their potential', and is on a mission to 'reframe leadership' and 'humanise the workplace'.



## Experience

Managing Partner, Mark Bilton is highly regarded as an international award winning, commercially astute, leader. He brings 20 years' CEO experience; leadership, culture, and strategic, insights to both the executive' and board' tables. A turnaround CEO, his ability to design and implement real world business strategies, adds significant value for all stakeholders. Mark has led multinational organizations through transformational change; companies like Gloria Jeans Coffees, where he oversaw 40 countries, Hagemeyer Brands and the Charles Parsons Group.

## Honour

We honour and respect all stakeholders.

## Passion

We are passionate about everything we do.

## Excellence

We strive for excellence at all times.

## Partnership

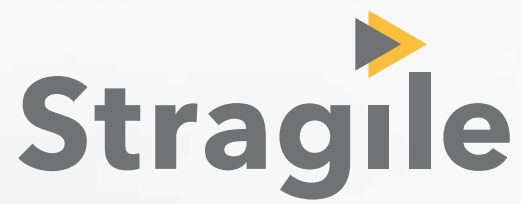
We partner based on integrity and trust.

## Integrity

We value integrity over convenience.

## Authentic

We remain real and grounded.



Learn more about becoming a Licensed Stragile Strategist, email us today [mark@stragile.co](mailto:mark@stragile.co)

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