

Strategy in Action

for Small Business Owners



Figure 1 Vector Vectors by Vecteezy

Purpose of Strategy in Action

The Purpose of the Strategy in Action Service is to help small business owners who are so frustrated by the lack of fulfillment that it's killing them.

I'm Kirk McKay. In the last 40 years, I have assisted owners in many industries in making positive changes. As a result, I've helped some businesses make at least twice as

much money, work better, and improve their organizations. Armed with a Master's in Business Facilitation, I have the education and experience to make a positive difference.

Does This Sound Like You?

I work exclusively with small business leaders such as Owners, CEOs, and Presidents. It's for those executives responsible for their companies' direction, focus and profitability.

My clients typically work for organizations operating for over three years. They come from various industries, ranging from service-oriented companies to those specializing in product development and delivery.

They went out on their own because they wanted independence and the opportunity to do their own thing their way. They don't like working for a boss but enjoy helping people and making a difference.

They are a diverse group of men and women, many from around the world, from different ethnic groups and cultures. What they have in common is intelligence, an interest in growth, and a passion for their work.

Why is Strategy Planning Needed?



Figure 2 Photo by Helena Lopes on Unsplash

Many business owners struggle with the negative impact of their business on their personal life. They spend so much time working in the business that they have

no time to work on it. They are so busy that they don't have the company they want.

Their business doesn't deliver what they thought it should. They are spending too much time for not enough money, and all on something you are not passionate about.

How to adapt their business to their needs eludes them. They don't know how to adapt their business to them. The owners need help to develop the steps to make their dream a reality.

Here are some typical issues...

Small business owners like talking with me for one of three reasons.

First, they are **frustrated** that they don't have the motivation they used to, and they have no joy working.

Second, they are **concerned** with a poor transition from strategy to operations, resulting in being stuck where they are.

Lastly, they are **worn out** by learning through trial and error and making costly mistakes over and over again.



Figure 3 Photo by JESHOOOTS.COM on Unsplash

My Work Focuses on Outcome-oriented Activities:

Identifying what motivated the business owner to start their venture, then assisting in defining what is most important to them and creating a plan to realize their aspirations.

1. **Create an approach to transition their business** to their dream state and define a step-by-step tactical plan for implementing their vision.
2. **Put systems in place that work consistently every time** for every process in your business, from operations to marketing and customer service.

These business management practices have proven to work the best to consistently gain more of what you want from your business.

What Can You Expect to Gain



Figure 4 Photo by krakenimages on Unsplash

With a clear path forward, you'll be able to reach your goals in a way tailored to your needs. In addition, you'll know what to do and how to do it every step of the way.

You will meet all aspects of your needs through a company-wide focus that will ensure that

all aspects of the business are considered in your goals. As a result, everything will work and flow well, from operations to marketing to accounts receivable.

Finally, **your strategic plan concludes with a solid action plan** to realize your vision. Overall, an effective strategic plan removes fear of the future and doubts about what to do next.

How Do I Work with My Clients?

I work collaboratively with my clients to help them develop fundamental-based solutions that work for them and address their needs.

We gather the necessary data by interviewing the owner, the executives, and the key staff.

We plan together so you know it reflects what you want and then capture it in writing.

Lastly, **we provide coaching sessions** on interpreting the action plan and implementing the strategy over several weeks.

My primary goal is to help you create something to make your dream come true.

Adapting Your Business to You



Figure 5 Photo by Nick Fewings on Unsplash

Most strategic plans for small businesses fail! This is usually because they solve the wrong problem and don't address the owner's needs. Or they do not include the actual steps required to create their vision. They cannot be the same as large corporation plans but customized for the business size.

My plans include both features. Based on sound business principles, the strategic plan gives the owner a complete route from their personal needs to an implemented vision, customized for small firms.

What Do I Help You Avoid?

Creating and executing a plan that brings a dream into reality is complex and requires special skills that most small business owners still need to gain.

I help re-motivate owners to avoid working in a business that brings no joy or enthusiasm. We collaborate on tailored action plans, so they cease being confused and discouraged about what to do next.

Learning these skills by trial and error can be expensive. However, a competent coach with the proper education and experience will help. I help owners avoid costly mistakes that are a part of learning to run a business by trial and error.

How is My Approach Different?

I stick to tried-and-true business fundamentals. These were covered in my Master's degree and confirmed numerous times during my career.

When my education and experience do not cover something, **I have a deep network of specialists** I can involve for advice and support.

I include what drives owners to be in business and tactical plans to create their dreams in Strategy in Action, which is seldom found in strategic plans and causes them to fail.

My success with dozens of clients has proved my approach and confirmed that I have the necessary skills to achieve your desired results.



Figure 6 Photo by Dan Freeman on Unsplash

What is Strategy in Action Not?

It is not about staff augmentation, upskilling salespeople, providing operations support, or executing any regular work needed to run your business.

It is not about a complex process that is difficult to use and has a long ramp-up time. We keep it simple and practical. It's easy to create and implement, but there is work involved. You will get out of it what you put into it.

We focus on working ON YOUR BUSINESS! We provide the owner with the assistance they need to adapt their business to them and succeed.

Next Steps

Take the first step towards success and schedule a 45–60-minute meeting with me to see how this program can benefit you and your business. Don't wait, act now!

I'll mostly ask you questions to better understand your situation, challenges, and goals. I do not use heavy-handed selling techniques or apply pressure to work with me.

Let's Get Together

If you want to know more about Strategy in Action and explore whether we can help you, please schedule a time on my calendar.

[I WANT TO CHAT](#)

We are happy to get to know you better and answer your questions.