

May 14, 2015

Strategic Planning: Making Simple, But Powerful

Organizers

Jim Handlon, CEO, Bottomline Partners
Ron Stead, President and CEO, FedCaptus, LLC

Presenters

Ron Stead, President and CEO, FedCaptus, LLC

Presentation Overview

If you don't have a recent strategic plan or worse yet a complex one, you need to come to this powerful CXO session.

Your strategic plan is the roadmap to your ultimate goals for your company. But, are strategic plans just for your organization? Would you think it appropriate to have a strategic plan for a country, or battle, or even your life? Think of such a document as a roadmap for the goals and directions of your company. Every entity in existence has a strategic plan of some sort or another so that they know where they are going and why they are going there.

Many organizations go through a complex and costly process of developing a strategic plan in many cases involving a senior management "offsite" or bringing in consultants to guide the process. Yet, many never reach a conclusive result. It is always a "work in progress". It doesn't have to be a complex document that follows a predefined format. The process, on the other hand, can become quite complex because it is addressed by humans. It would be great if an "app" existed wherein one simply inserts the organization's direction, industry, resources and the strategic plan emerges ready to execute. But let's have a reality check. Building a powerful, yet simple strategic plan takes something special and that is the core of our discussion at the May 14th CXO session.

This CXO session specifically addresses the following 5 components:

Presentation Key Takeaways

1. Why a strategic plan is critical to the success of any organization regardless of size
2. Key components of a strategic plan, predefined or custom
3. How to employ the KISS principle to building a strategic plan
4. What questions should be addressed in the strategic plan
5. The major pitfalls to creating an effective strategic plan

Date | Time | Location

THURSDAY
May 14, 2015

7:30 AM to 8 AM
Networking and
Continental Breakfast

8 AM to 9 AM
CXO Forum
Presentation

9 AM to 9:15 AM
Burning Issues: Discuss
your specific challenges
with colleagues and
fellow CXO Forum
members

Location
Cherry Bekaert
1934 Old Gallows Road
4th Floor
Vienna, VA 22182
703.506.4440

For directions, visit
www.cxoforum.com

FOUNDING PARTNER



STRATEGIC PARTNERS



e-know



For more information,
please contact
Neal G. Koller
President, CXO Forum
President & CEO,
PluroGen Therapeutics, Inc.
443.994.0101
nkoller@cxoforum.com

Bring A Guest!

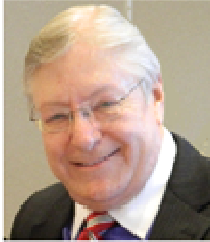
www.CXOForum.com

Volunteer For A Committee

May 14, 2015

About Our Presenter

Ron Stead, President and CEO of FedCaptus, LLC



Ron has a 35+ year professional career in the military then industry in continuing levels of responsibility. In every position, strategic planning was an important aspect.

Prior to founding FedCaptus, LLC, spent 35 years as a federal contractor working for such organizations as Burroughs Corporation, NCR, Unisys, Open Text ending with Dell. He served in roles from an account manager through Senior Vice President of Business Development. In each role, he was always a part of the strategic planning of the organization either at the regional or corporate level. He founded FedCaptus, LLC to provide tools for medium and small organizations selling to the Federal government.

He began his career with as an officer in the United States Air Force, serving for over 8 years with a tour of duty in Vietnam. Tom holds a MBA in Marketing from the Southern Illinois University and a BA from Virginia Military Institute.

Date | Time | Location

THURSDAY
May 14, 2015

7:30 AM to 8 AM
Networking and
Continental Breakfast

8 AM to 9 AM
CXO Forum
Presentation

9 AM to 9:15 AM
Burning Issues: Discuss
your specific challenges
with colleagues and
fellow CXO Forum
members

Location
Cherry Bekaert
1934 Old Gallows Road
4th Floor
Vienna, VA 22182
703.506.4440

For directions, visit
www.cxoforum.com

FOUNDING PARTNER



STRATEGIC PARTNERS



For more information,
please contact
Neal G. Koller
President, CXO Forum
President & CEO,
PluroGen Therapeutics, Inc.
443.994.0101
nkoller@cxoforum.com

Bring A Guest!

www.CXOForum.com

Volunteer For A Committee