



The  EntreArchitect™ Community
ANNUAL MEETING

The International Conference for Small Firm Entrepreneur Architects

Austin, Texas · November 1-3, 2022

With support from  Monograph

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Strategic Planning Made Simple

about

90 DAYS IN 90 MINUTES

A man in a white shirt stands and presents to a group of three people seated on a blue sofa and one on a chair. Behind him is a whiteboard with a Kanban board layout. The whiteboard has columns for 'Story', 'To Do', 'In Progress', 'Done', and 'Goals'. The 'Goals' column contains the text: 'Create Proof Data Model', 'Corresponding API', 'MVP - Connect API to existing data to see what we know about patient trading'. The 'Backlog' column contains several sticky notes. The room has a brick wall, a large window, and a modern lamp.

STRATEGY SESSION?

Agenda: 90 Days in 90 Minutes

- **The Power Of Strategic Planning**
- **Three Hot Principles**
- **Know Where You Are**
- **Filter Your Priorities**
- **Create Your Business Blueprint**
- **How To Get Further Help**



EVER FELT ADRIFT?



NETWORKAHOLICS



MAR 30, 2019



Mark R. LePage · 8:41 AM

I'd be happy to speak with you.



Kellie Nolan
Founder, COO, “Chief Word Nerd”
Archmark



Tracy O’Shaughnessy
Founder / Lead Brand Strategist
Branding & Beyond



“How do I move my firm forward?”



NOT PREDICTING

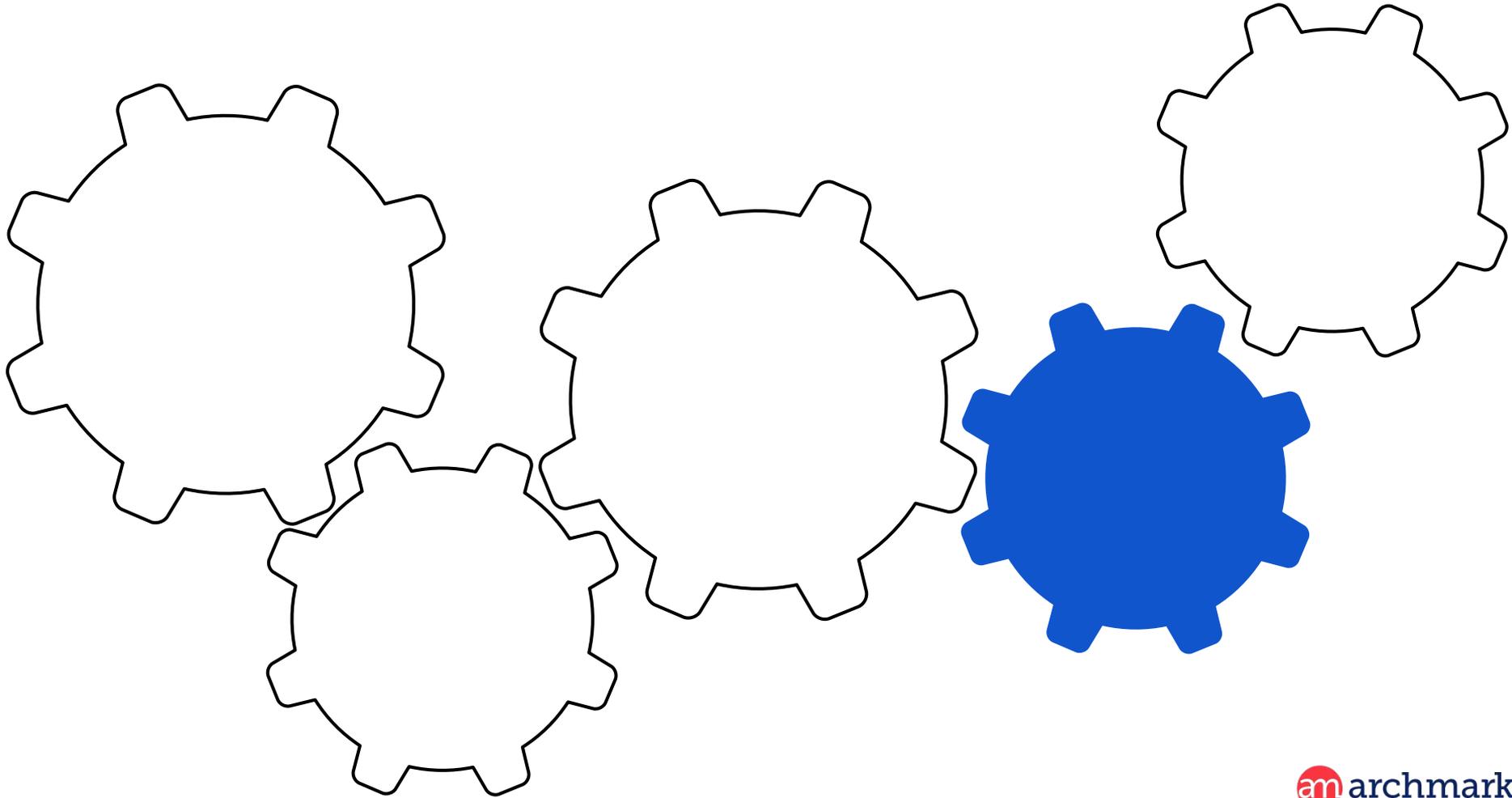


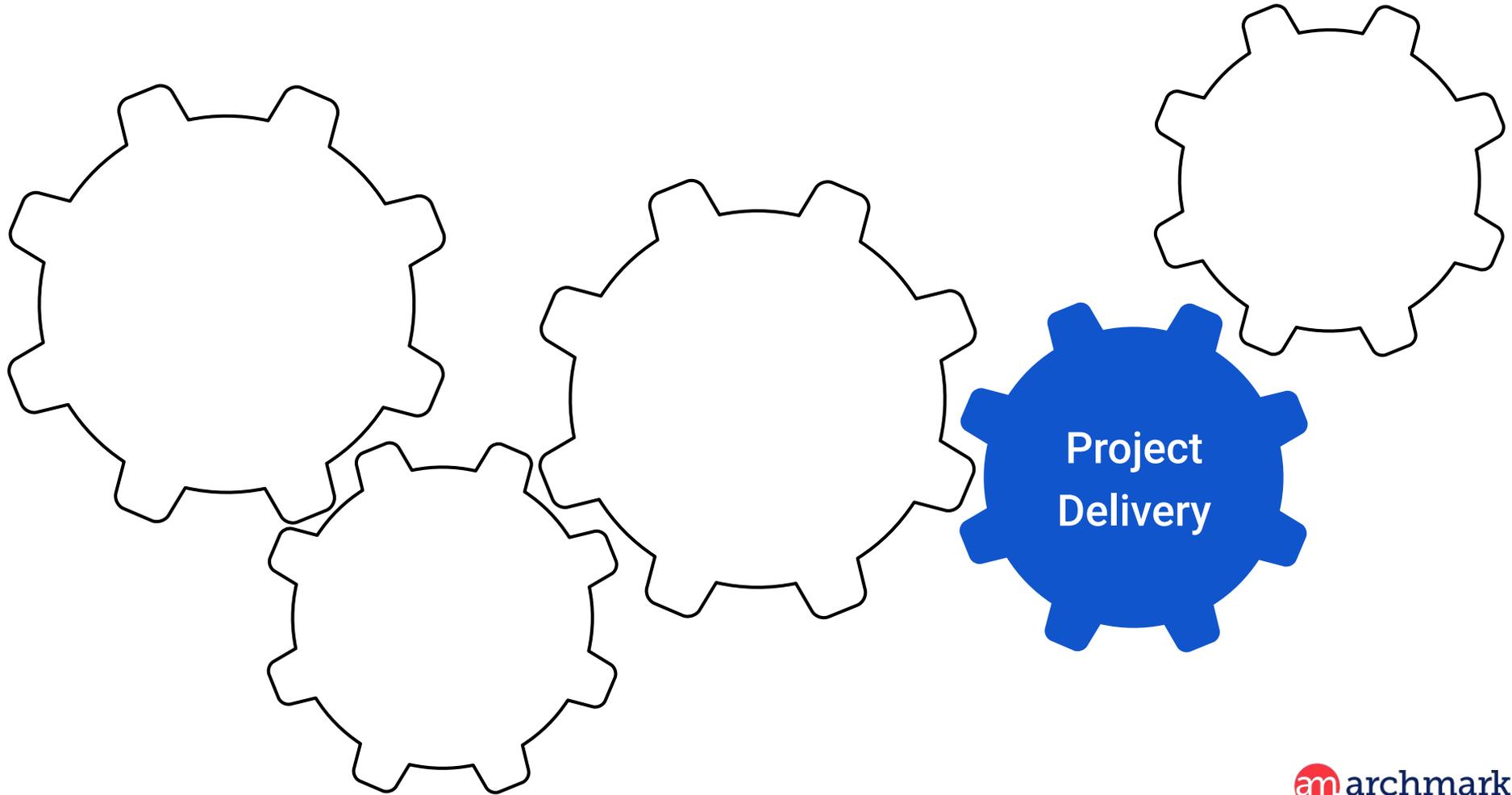
SET A COURSE

The image shows a detailed vintage map of the Solent region in England. The map is oriented with North at the top. A dark blue banner with the text "SET A COURSE" is overlaid on the map. The map features the coastline of the Solent, with various towns and locations labeled, including Lyminster, Walsington, Lisle Court, Woodside, and Thorness Bay. The word "SOLENT" is written in large, spaced-out letters across the water. Other labels include "Folkens Line", "Salt Mead Buoy", "Whippunty", and "Stowell". The map also shows various navigational markers, such as "10 1/2 miles" and "Low Water Mark".

A close-up photograph of a mechanic in a black uniform pouring oil from a grey and green Mobil 1 5W-20 oil jug into a car's engine. The mechanic's hands are visible, one holding the jug and the other near the engine. The engine bay is open, showing various components like hoses and the oil filler neck. The background is slightly blurred, showing a red car and a white wall. A dark blue banner with white text is overlaid across the middle of the image.

ROUTINE MAINTENANCE





3

HOT PRINCIPLES

1

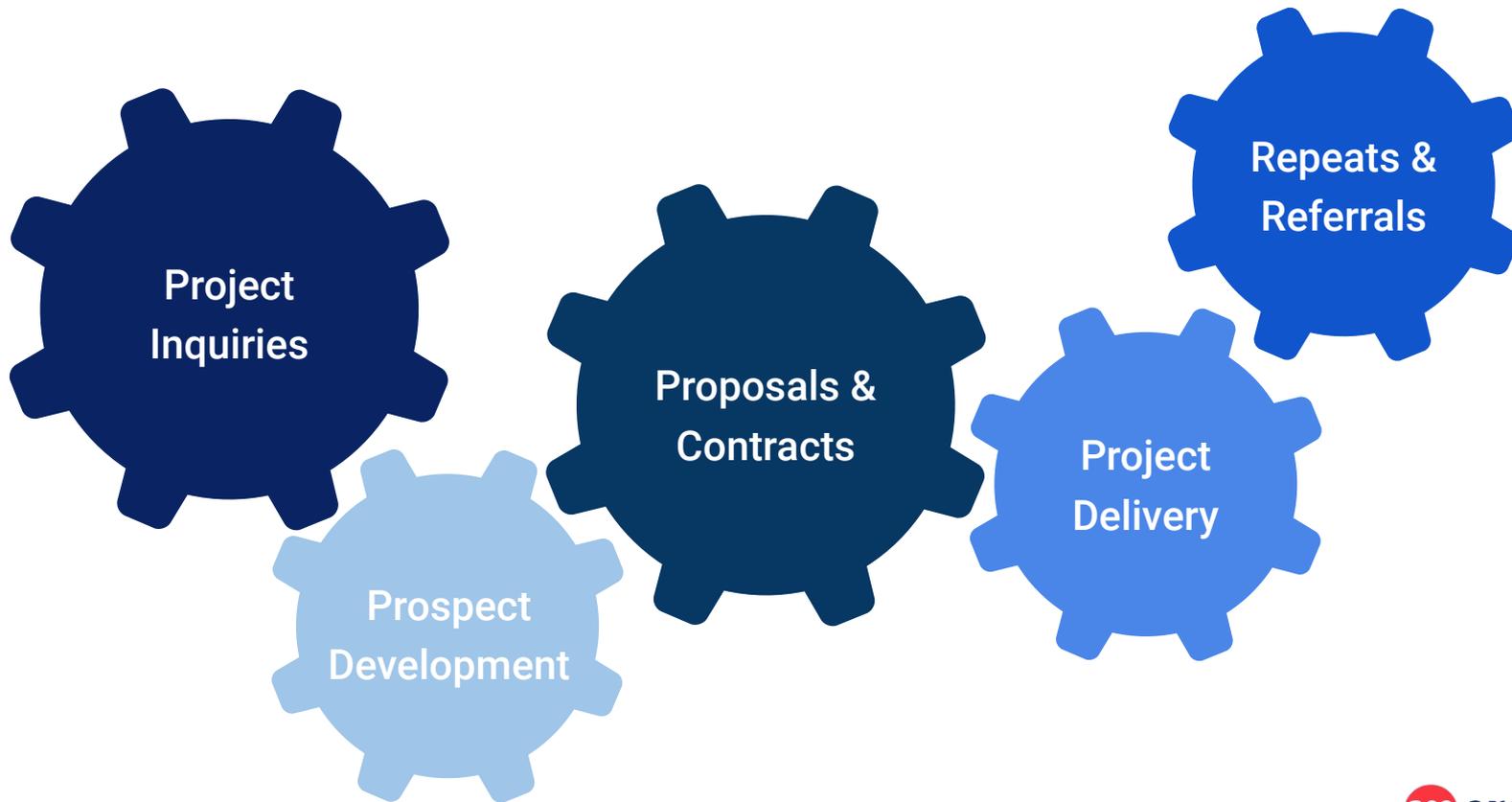
FOCUS ON YOU



2

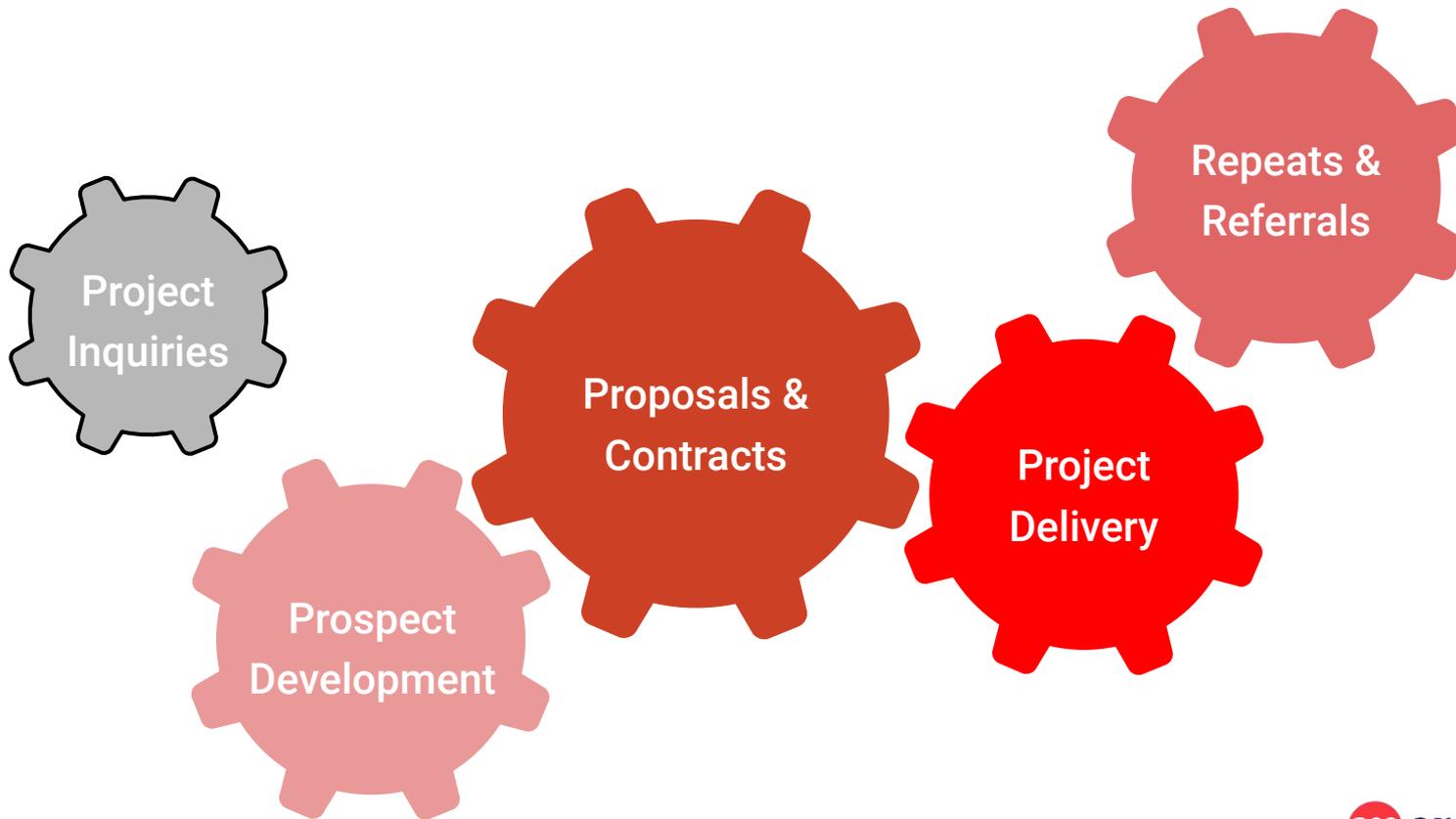
FIVE PRIORITIES





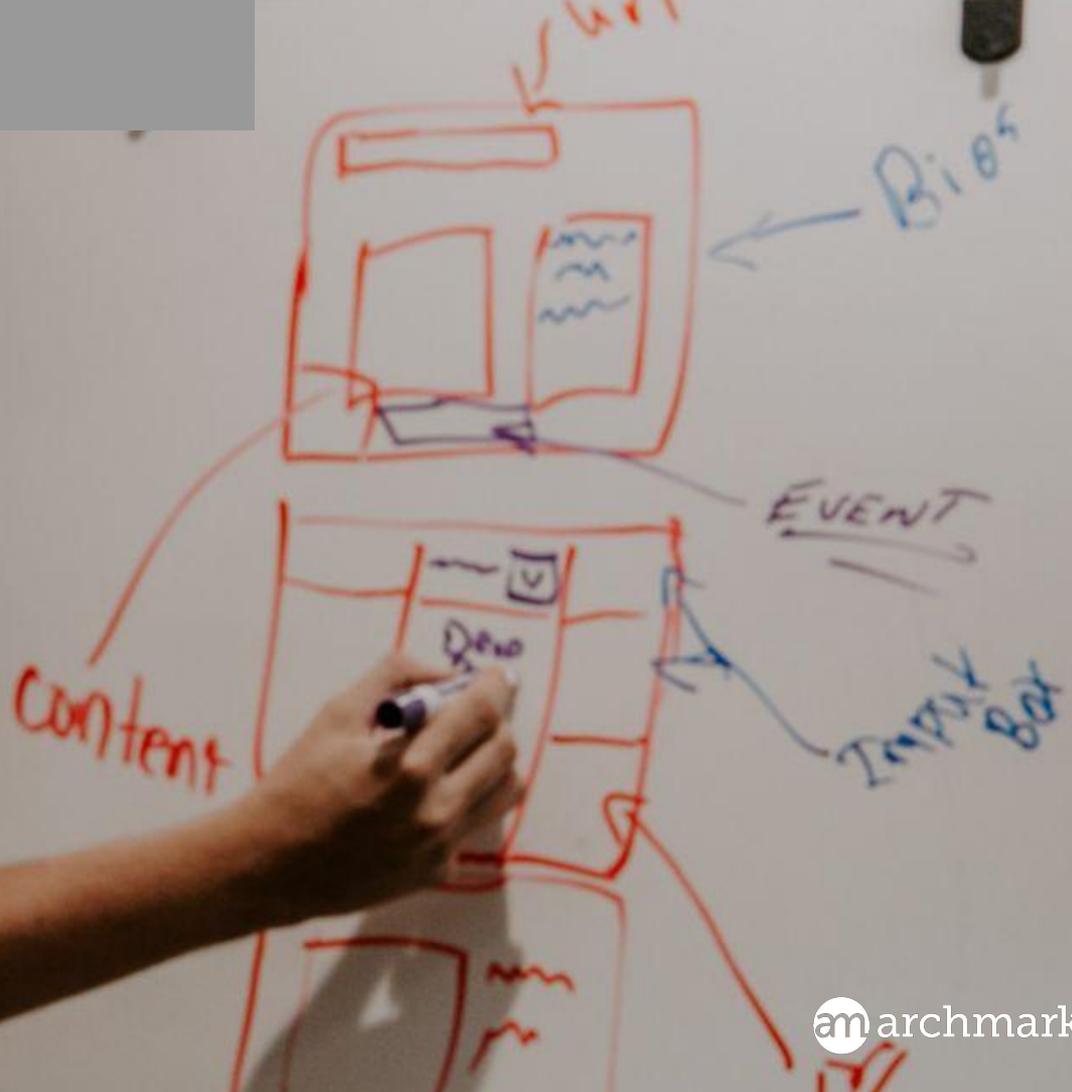
2

FIVE PRIORITIES



3

DRAFT MODE





“Are You Ready?”

LET'S DO THIS

A man with a beard and sunglasses, wearing a dark denim jacket and a large grey and black backpack, is seen from the side. He is holding a map and looking at it. The background is a blurred street scene with cars and buildings, suggesting an urban environment. The lighting is warm, indicating it might be late afternoon or early morning. A dark blue horizontal bar is overlaid on the image, containing the text "WHERE ARE YOU?".

WHERE ARE YOU?

Past Year | What are you most proud of?

Right Now | What are you most confident about?

Past Year | What are you most proud of?

Can you list 5 or more?

- *Exceeded revenue goal*
- *Won a new dream project*
- *Got a project published*
- *Hired new team member*
- *Interviewed for an article*
- *Won an award/honor*
- *Took trip to Europe*
- *Spoke at an event*
- *Zeroed out debt*
- *More time with family/friends*
- *Relaunched website*
- *Joined a mastermind group*
- *Upgraded office/software*

Right Now | What are you most confident about?

Past Year | What are you most proud of?

Can you list 5 or more?

- *Won a new dream project*
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Right Now | What are you most confident about?

Can you list 5 or more?

- *Our decision to narrow our services*
- *Current client wait list*
- *Lead generation through our website*
- *Our new client onboarding process*
- *The support I have in the EA community*
- *Maintaining our cash reserves*
- *Our rockstar team member*
- *Our productized offer*
- *The momentum from this conference*
- *Our current software/systems*
- *My ability to close contracts/win clients*
- *Our ability to deliver for our clients*

Coming Year | What do you know is coming that are you excited about?

Coming Year | What would make the coming year a great year?

Coming Year | What do you know is coming that are you excited about?

Can you list 3 or more?

- *Launching our new blog/podcast*
- *Upcoming project photography session*
- *Our new partnership with niche association*
- *The two webinars I have booked in Q1*
- *Completing the XYZ certification training*
- *Delegating our marketing*
- *Our pipeline of prospects*
- *Investing in new office/software upgrades*
- *Fewer projects, higher fees*
- *Giving myself a raise*

Coming Year | What would make the coming year a great year?

Coming Year | What do you know is coming that are you excited about?

Can you list 3 or more?

- *Upcoming photography session for our newly completed project*
- *Our new partnership with niche association*
- *Launching our new blog/podcast*
- *The two webinars I have booked in Q1*
- *Completing the XYZ certification training*
- *Delegating our marketing*
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- *Fewer projects, higher fees*
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Coming Year | What would make the coming year a great year?

How many can you get?



Happiness/Wellness



Growth/Development



Money/Revenue



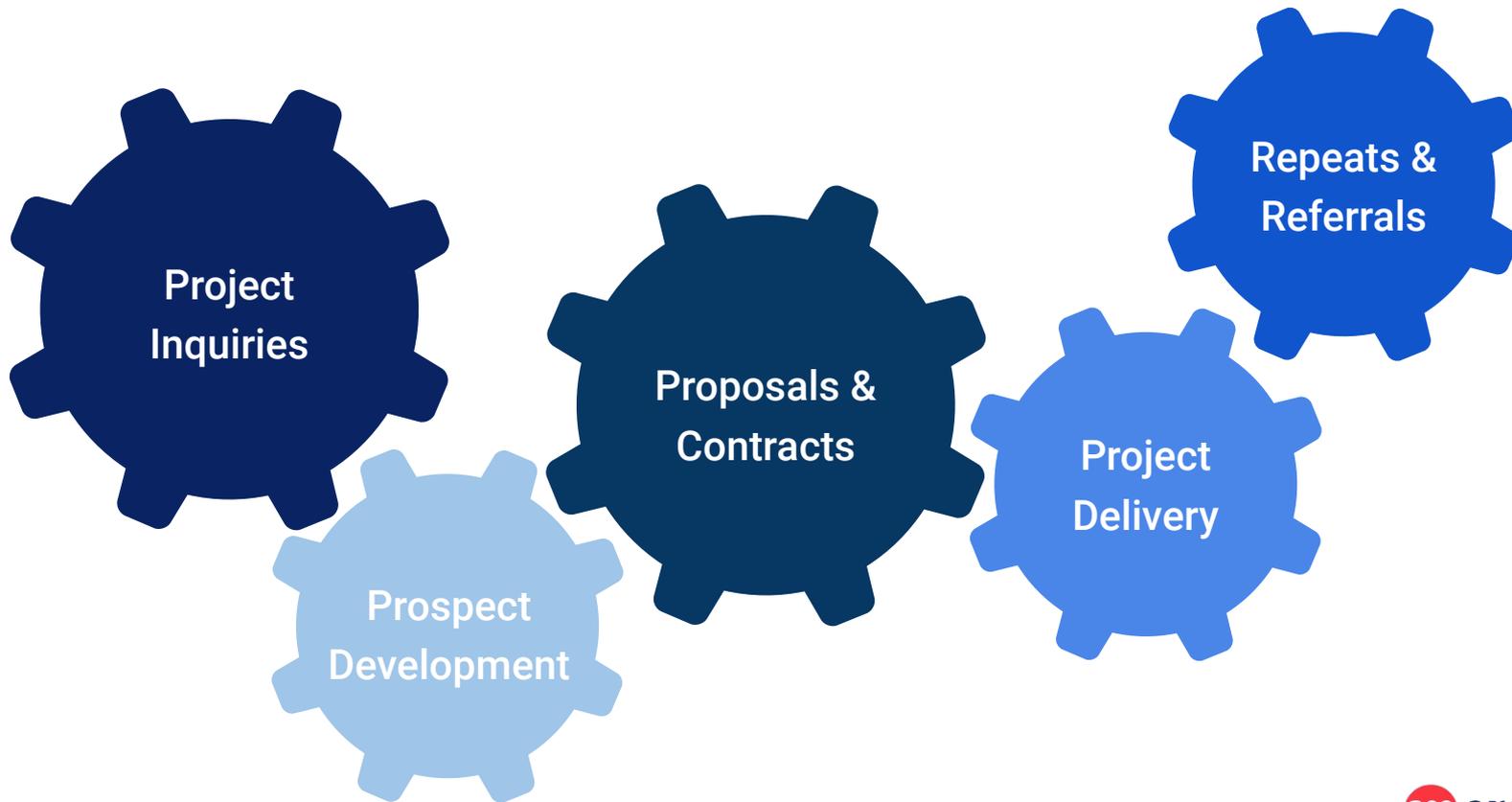
Time/Workload



Status/Recognition

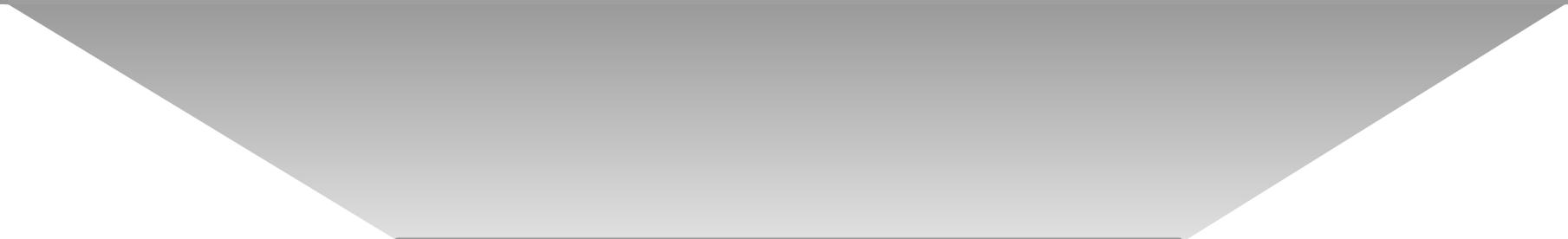


REFINE YOUR PRIORITIES



**AREAS OF BUSINESS: RATE FROM 1-5
[1= Weak | 5=Excellent]**

	PROJECT INQUIRIES	PROSPECT DEVELOPMENT	PROPOSALS/CONTRACTS	PROJECT DELIVERY	REPEATS & REFERRALS
RATING					



MY 90-DAY PRIORITY!

MY 90-DAY PRIORITY!

**WHAT IS CURRENTLY WORKING
IN THIS AREA OF YOUR BUSINESS?**

**WHAT IS CURRENTLY NOT WORKING
IN THIS AREA OF YOUR BUSINESS?**

On this sheet, brainstorm 5-7 priority project ideas to improve your firm in the next 90 days.

If you can, make your project ideas S.M.A.R.T.:

Specific: What does done look like?

Measurable: What KPIs can you track?

Attainable: Do you have the time/resources to complete this in 90 days?

Relevant: How will this help your firm?

Time-bound: Give it a deadline?

Priority Projects Ideas

1.

2.

3.

4.

5.

6.

7.

8.



YOUR BUSINESS BLUEPRINT

90-DAY PRIORITY PROJECTS

OWNER

PROGRESS MILESTONES

ON-DECK

90-DAY PRIORITY PROJECTS	OWNER	PROGRESS MILESTONES	ON-DECK
PROJECT 1			Next Up Priorities 1. 2.
PROJECT 2			3. 4. 5.
PROJECT 3			6. 7.



Congrats!





STRATEGIC PLANNING GROUP



JOIN THE ARCHMARK

Strategic Planning Group

REACH YOUR GOALS!

Get clarity on your 10-Year, 3-Year, 1-Year and 90-Day priorities to help you reach your goals.

Annual planning starts in December 2022.

Each cohort is limited to 10 people max.

Includes everything you need to keep you moving forward to make progress for you and your firm:

- Quarterly strategic planning sessions,
- Mentor-led, bi-weekly accountability and trouble-shooting progress tracking calls
- Access to our coaching team and industry experts
- An online community of growth-minded architects
- Training resources, worksheets, and much more.

Save up to \$1,000 with our Special EntreArchitect Conference offer!

Complete and tear off this signup sheet and leave with Kellie, Tracy, or Bryon.

Name

Email

Phone

Payment Options - Special Offer

- Save \$500
12 Monthly Payments of \$355 each
- Save \$1,500 (Best Option)
1 Annual Payment of \$3,265 total

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accountability@archmark.co

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1 Annual Payment of \$3,265 total



BRYON **M^cCARTNEY**

Founder, CEO, “Chief Idea Guy”
Archmark Branding & Marketing for Architects

We help Entrearchitects use branding & marketing to increase their visibility and grow their influence so they can attract better clients & win their dream projects.



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