

## Five Simple Steps For Each Wheel Keep It Practical For The Time-Pressed Business Owner

1. Vision
2. A Look in the Mirror
3. Plan
4. Making it Happen
5. Turning the Wheel

### SBL In A Picture



## Take The Next Step With SBL Today

You can feel more in control of where your business is headed and how it can serve your purposes more effectively by starting Strategic Business Leadership®. Learn how thousands of business owners have taken their businesses to the next level with the help of this convenient planning process. Get started with your TAB-Certified Facilitator/Coach today!

### What Our Members Say

"I have been thinking more of the future than before. My business is not as much plugging from day-to-day. Our facilitator has started working with me on the Strategic Business Leadership® process. It's caused me to spend time thinking about where I am and where I want to be going. I can't say for sure exactly how this happened, but my accounting services have never been in such demand as during the period of my TAB membership."

—PRESIDENT OF AN ACCOUNTING FIRM

"What I like about Strategic Business Leadership® is the fact that it's pre-packaged, well-organized and brings structure that most of us need for our personal and company planning."

—PRESIDENT OF AN ENGINEERING FIRM



THE ALTERNATIVE BOARD®  
*Achieve Success with Peer Advice and Coaching*

[www.TABBoards.com](http://www.TABBoards.com)

TAB14-0107

# SBL

ACHIEVE YOUR PERSONAL  
AND BUSINESS VISIONS—  
AND GET WHAT YOU WANT  
FROM YOUR BUSINESS  
AND LIFE—WITH

## STRATEGIC BUSINESS LEADERSHIP®



THE ALTERNATIVE BOARD®

## Business Owners Need A Simple Planning Process To Create Focus

The mission of Strategic Business Leadership® (SBL) is to move the leadership style of business owners from an “idea of the week” to a style based upon strategic thinking. This mission is accomplished through an easy-to-use process focused on forming the business owner’s agenda for strategically living life and leading a successful business.

Through a series of questions and private coaching sessions, you and your TAB-Certified Facilitator/Coach will be able to convert all of your goals and visions for your personal life and your company into a focused plan. By strategically planning your life goals and business goals with strategies and action plans to achieve them, you will have more enjoyment from your business and the lifestyle you dream of as an owner.



## SBL Planning— Think Of A Bicycle

### The Front Wheel

The front wheel provides the direction of where you want your life to go. This is represented in how you want to live your life and the impact your business has on your life. By clearly identifying your dreams, you will learn to apply strategic thinking in planning the lifestyle you want to live and achieving personal success. The front wheel is your road map to getting the most out of what you desire in life.

Because your personal life and business life inevitably interconnect, it is important to have an established vision that separates the two.

Through the SBL planning process, you will define your personal vision by answering questions such as:

- What involvements with your business give you the most pleasure?
- What are the involvements with your company for which you have outstanding aptitude?
- What activities can you do within your company that have the potential to bring about “Big Picture” impact?
- How much time do you want to spend working at your business during a typical week?



### The Rear Wheel

The rear wheel is where the power to move forward starts, just like in your business. The rear wheel process will help you transfer the information—ideas and goals from you and your top management—into a written business plan. You will learn how to follow this plan, keep it updated and get the most success for your company.

The objective of the rear wheel process is to give your company the following results:

- Demystifies the strategic planning process in a manner that is easy-to-use and understand.
- Provides all your employees with the same clear picture of the strategic direction of your company and its vision.
- Provides your company and its employees with a better focus on the desired direction for resources, time and efforts—and prevents fragmentation on lower priority issues.
- Enhances expression of every employee’s best thinking as it relates to helping your business succeed.
- Provides new insight into your business and possible change of direction for your company.