



Assured Leadership Concepts

Marketing Plan

Detailed marketing plan including mission statement, goals, services, buyer personas, and SWOT analysis.

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DRAFT

Company Mission Statement

Our mission at Assured Leadership Concepts is, “To prepare tomorrow’s leaders to be effective, build relationships of mutual respect, and communicate the organizations shared purpose to create an engaged workforce.”

Short-Term Marketing Goals

In the short-term I really need to achieve 3 major goals that will become the foundation of my practice. The initial goals are as follows:

- Build Brand Awareness
- Build Lead Generation engine
- Establish reputation

I have identified the following to ensure achievement of these goals, over the next twelve months, for the start-up phase of my business.

Goal Statement	Completion Date	Issues/Actions
Establish leadership Insights blog with weekly posts and 4 registered members		
Contract SEO Services to generate web traffic	COMPLETE	
Claim address on Google Places	COMPLETE	
Attend 4 networking functions		<ol style="list-style-type: none"> 1. Develop elevator pitch 2. Get business cards printed.
Advertise using Google Adwords with free coaching session offer	COMPLETE	
Complete ACTP certification		
Give 1 presentation on Leadership		<ol style="list-style-type: none"> 1. Perform search of Healthcare groups 2. Publish some papers
Successfully complete 5 paid coaching engagements		<ol style="list-style-type: none"> 1. Start ACTP Certification 2. Find Coaching candidates
Build brand awareness by completing 25 hours of community service		<ol style="list-style-type: none"> 1. Find community service opportunities

Complete 100 hours (75 paid/25 volunteer) of coaching with 8 clients

1. Start volunteering with 501 Commons
2. Complete coaching fundamentals course

Long Term Marketing Goals

Longer term my goals center on building the business and service offerings in preparation for hiring additional coaches. Success will be achieved and measured through revenue generation and differentiating my practice from the others.

Goal Statement	Completion Date	Issues/Actions
Develop monthly ezine with 25 subscribers		
Develop monthly podcast on relevant leadership topics		1. Obtain podcasting equipment
Increase profits by 20% by adding 1 new client a month		

Review of Products & Services

Executive Coaching

This will be one-on-one coaching with executives that are in transition, new leaders, or being challenged with a stretch assignment. These services are offered on an hourly basis with two coaching sessions per month. Each session is no more than 60 minutes in duration and a minimum of a 6-month commitment is required. Email and phone support are provided as needed.

The offering can include coaching, consulting, and/or mentoring. For individuals there is a packaged based offering based on the level of support and value added services desired.

Executive

Cost: \$350/month

Includes:

- 2 – 30 minute coaching sessions (via telephone)
- Email support as needed
- Additional coaching sessions can be purchased for \$150/hr.

Premiere

Cost \$750/month

Includes:

- 4 – 30 minute coaching sessions (via telephone)
- Email and phone support as needed
- Additional coaching sessions can be purchased for \$150/hr.

Platinum

Cost: \$1500/month

Includes:

- 4 – 1 hour coaching sessions (via telephone)
- Priority Email and phone support as needed
- Access to all subscription services
- Assessment

eZine

A free quarterly periodical that will be delivered electronically. List management and delivery will be handled by constant contact. The content of the magazine will focus on the following:

- Focus Topic (e.g. Leading change, Maintaining Focus, etc)
- Applicable book summaries with actionable insights
- Highlight interesting websites/blogs
- Technology innovations
- Tips & Tricks

Podcast

A free monthly podcast that will focus on a specific leadership topic delivered via iTunes. The podcast format will include the following segments:

- Topic Introduction
- Main Topic Discussion

- Actionable Insights
- Soundback
- Conclusion

New Leader Essentials Course

This will be a 3-day boot camp that targets challenges and approaches faced by new leaders. The objective of the course is to change their mindset from one of individual contributor to leader and strategist. The course will be composed of lecture, group exercises, and homework.

Executive Briefings

These will be 1 hour-long breakfast seminars targeted at executives and senior executives. The intent is to provide insight on current and emerging topics. This will also act as a lead generation tool for coaching, consulting, or mentoring opportunities.

Some additional products and services still under consideration are:

1. Subscription based services (Members only podcast, templates, unlimited phone support)
2. eBook
3. Team Coaching
4. Training Manager as Coach

Buyer Persona Profiles

1. **Executive** – 35-50 year old males that have been identified as high-potential leaders by their company. They are typically highly motivated and action oriented. Very focused on results. Process large amounts of information quickly. Time constrained and relies heavily on administrative assistant to coordinate their schedule. Very direct in their communication. Head of a large division with 100 or more direct reports or have a title of CXO. Making \$200K+ in annual compensation. Most likely newly promoted or a long tenure. Not price sensitive.
2. **Human Resources** – Female aged 35-55. Senior member of the team. Has longevity with the company and deep relationships with many of the senior leadership. Buying Decision based on quantifiable characteristics such as accreditation, years of service, and fee structure. Everything needs to be defensible. Engaging as part of a performance management program that identifies high-potential leaders or those having trouble with a particular project.
3. **Individual** – individual or a team lead. Newly promoted. Overwhelmed with information and expectations. Mid level manager; less confident about executive presence and lacks deep leadership experience. Needs help with a particular project or team performance is suffering. Male 30-40.

Competitive Analysis and SWOT

Category	Your Company	Maureen Moriarty	Advanced Leadership Consulting
Strengths	<ol style="list-style-type: none"> 1. Narrow business focus 2. Formal Methodology/ Flexible approach 3. Technology focus 	<ol style="list-style-type: none"> 1. 20+ years coaching experience 2. Broad Service offering 3. Large number of testimonials 4. Experience with formal assessment methodologies 	<ol style="list-style-type: none"> 1. 20+ years coaching experience 2. Advanced degree in business psychology 3. Broad service offering (Coaching, OD, Assessment, Team Coaching) 4. Published and name recognition
Weaknesses	<ol style="list-style-type: none"> 1. Industry Tenure 2. Weak network for lead generation 3. Working full time while starting a new business 4. Lack of experience with formal assessment models 	<ol style="list-style-type: none"> 1. Blend of consulting and coaching offerings 2. Broad industry focus 3. Lack of published methodology 4. Not ICF Certified 	<ol style="list-style-type: none"> 1. Not ICF Certified 2. Single member practice 3. High fees 4. No face to face delivery option
Opportunities	<ol style="list-style-type: none"> 1. Complete ICF Certification 2. Focused Niche 3. Blended delivery model 4. Book Publication about methodology 		

Threats	<ol style="list-style-type: none"> 1. ICF Certification 2. Technology Focused value added services (e.g. podcasts) 3. Face to Face approach 	<ol style="list-style-type: none"> 1. Years of experience in field 	<ol style="list-style-type: none"> 1. Years of experience in field
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Strategies & Action Plans

Project Description	Target Audience	Actions Steps	Date of Completion	Results	Project Cost

Conclusion