



Your Strategy, Your Way.

Global Strategy Summit

Virtual edition 4

MR. RAJESH TEDLA

**Strategy Planning and Execution in Turbulent Times for Entrepreneurs
and SMBs**

We hope you enjoy the presentation.

For any inquiries, please feel free to contact the CEO, Mr. Shaik Abdul Khadar, at +91 77997 9833, fruiStrategy Pvt. Ltd.

<https://www.fruistrategy.com/gss4>



Rajesh Tedla
Creator of
EGOS™, EGA™ & EDGE™
11 July, 2025

Strategy Planning and Execution in Turbulent Times

©2025 - VRT Management Group, LLC

Strategy Plan Outcomes

Long Term Strategic Thinking

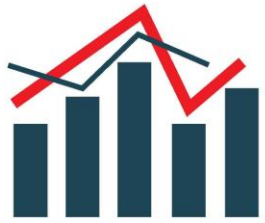
- Purpose
- Core Values, Accountabilities, and Norms
- Vision
- BHAG(Big Hairy Audacious Goal)
- Playing Field
 - Geographic Area to Serve
 - Target Customer Segments
 - Products and Services
 - Go To Market
- Value Proposition
- Brand Promise
- SWOT Analysis

Execution Roadmap

- One-Year Goals and Key Initiatives
- Three-Year Goals and Key Focus Area (Three to five areas)
- Q1 Priorities and Deliverables
- Q2 Priorities and Deliverables
- Q3 Priorities and Deliverables
- Q4 Priorities and Deliverables
- Cadence of Execution

Growth In Current Business Environment

VUCA



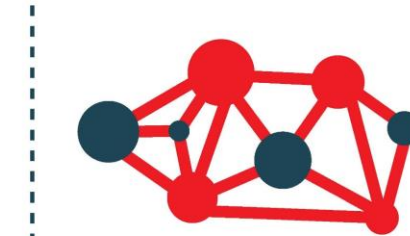
VOLATILITY

Increased Rate
of Change



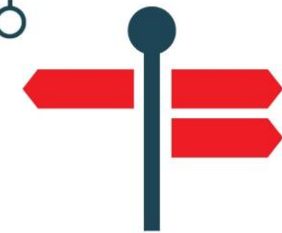
UNCERTAINTY

Unclear about
the future



COMPLEXITY

Multiple Key
Decision
Factors



AMBIGUITY

There may be
no "right
answer"

VUCA forces us to shift from SMART GOALS to FAST Goals





Frequently Discussed | Ambitious | Specific | Transparent

SMART GOALS

SMART goals are an acronym that stands for Specific, Measurable, Achievable, Relevant, and Time-bound.

- **Specific:** A goal should be clear and well-defined. It should answer the questions of who, what, where, when, and why. You can avoid ambiguity and set a clear direction for your efforts by providing precise details.
- **Measurable:** Goals should be quantifiable to track and measure progress. Defining specific criteria allows you to gauge how close you are to achieving your objective and helps you stay motivated.
- **Achievable:** Goals should be realistic and attainable. While it's good to aim high, setting unattainable objectives can lead to frustration and demotivation. Consider your resources, capabilities, and constraints before finalizing your goal.
- **Relevant:** Goals should align with your overall objectives and aspirations. They should be relevant to your personal or professional growth and contribute to your long-term plans.
- **Time-bound:** Goals should have a specific timeframe or deadline. This sense of urgency helps you stay focused and prevents procrastination.

FAST GOALS – Execution Practices

FAST GOALS	DEFINITIONS	BENEFITS
Frequently Discussed 	Goals should be embedded in ongoing discussions to review progress allocate resources prioritize initiatives and provide feedback	<ul style="list-style-type: none">• Provides guidance for key decisions.• Keeps employees focused on what matters most.• Links performance feedback to concrete goals.• Evaluates progress and inputs for course corrections.
Ambitious 	Objective should be difficult but not impossible to each	<ul style="list-style-type: none">• Boost the performance of individuals and teams.• Minimizes the risk of sandbagging.• Forces a broader search for innovative ways to achieve goals.
Specific 	Goals are translated into concrete metrics and milestones that force clarity on how to achieve each goal and measure progress	<ul style="list-style-type: none">• Life is what employees are expected to deliver• Helps identify what is not working and quickly course corrects• Boost the performance of individuals and teams
Transparent 	Goals and current performance should be made public for all employees to see	<ul style="list-style-type: none">• Makes use of peer pressure to perform on goals.• Shows employees how their activities support the company's goals.• Understands other teams' agendas.• Surface activities that are redundant or unaligned with the strategy

Change or Die - Alan Deutschman (2006)



Charles Darwin may have some insight for corporations and their leaders:

"It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change."

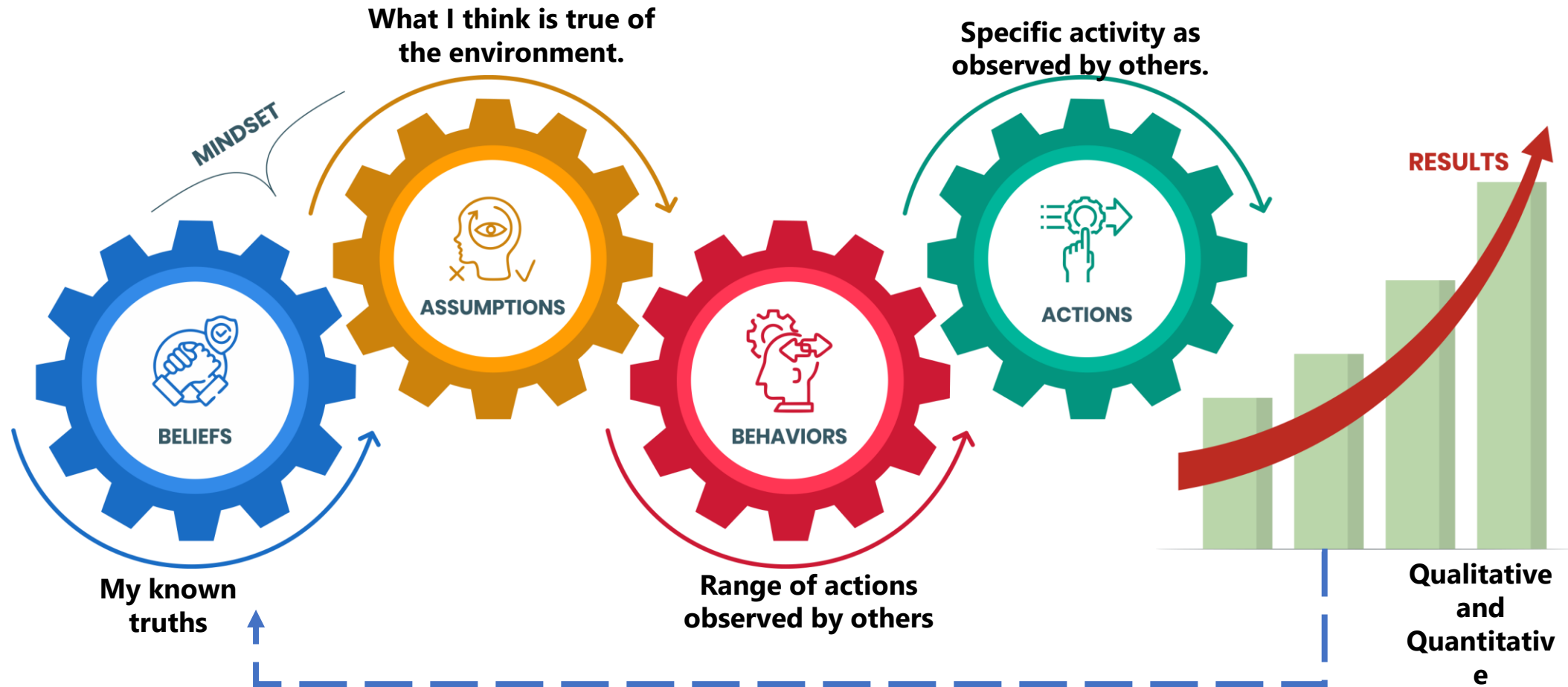


Good Leaders Adapt and Shift

The world around you is changing. Are you changing?
Every advance you make as a leader will require a **"SHIFT"**
that changes the way you **think, act and lead.**

"On the Origin of Species" was published on November 24, 1859.

Change In Mindset - Critical For Personal and Business Growth



Insanity – Continuing to do the same thing expecting different results

Current Reality: To Scale Your Business To Vision 2030



the path to
Success



"Why is this happening to me?"

TO

"What is this trying to teach me?"

Is a game-changer

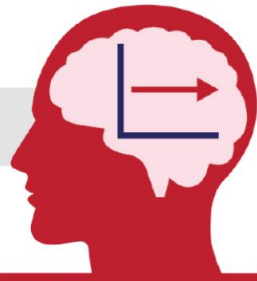
Five Foundational Leadership and Entrepreneurial Skills

- 1) Continually learn, unlearn and relearn
- 2) Value yesterday but live in today
- 3) Rely on speed but thrive on timing
- 4) Move forward courageously during uncertainty
- 5) Realize today's best will not meet tomorrow's challenges





Define success as being
mistake-free, smart or right.



Define success as
growth & improvement.



FIXED MINDSET VS GROWTH MINDSET



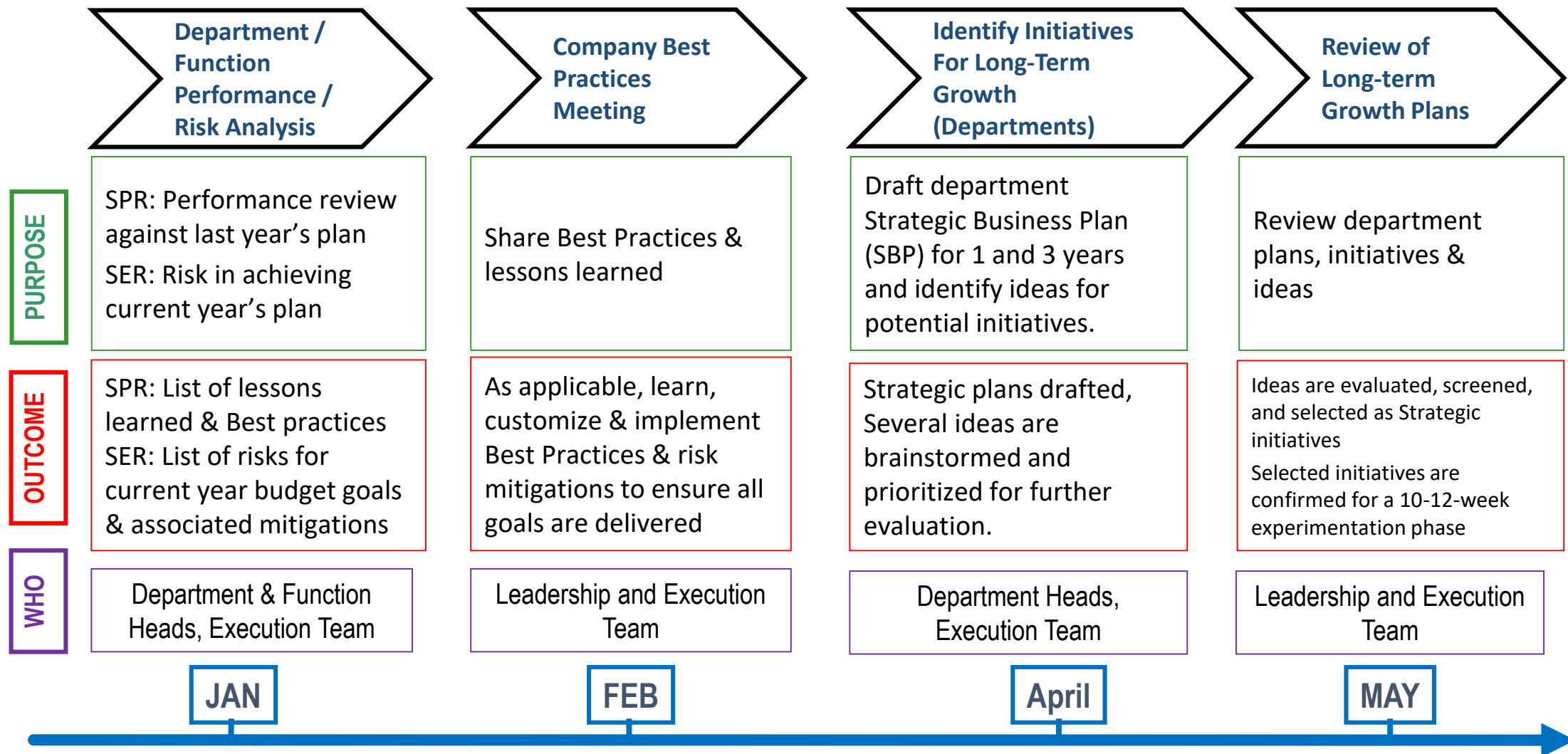
★
Work hard to win specific success symbols.
May achieve early successes, but can't maintain it or
breakthrough to the next level.

★
Work hard due to passion for learning & excellence.
End up winning as a by-product and often achieve the
seemingly-impossible.

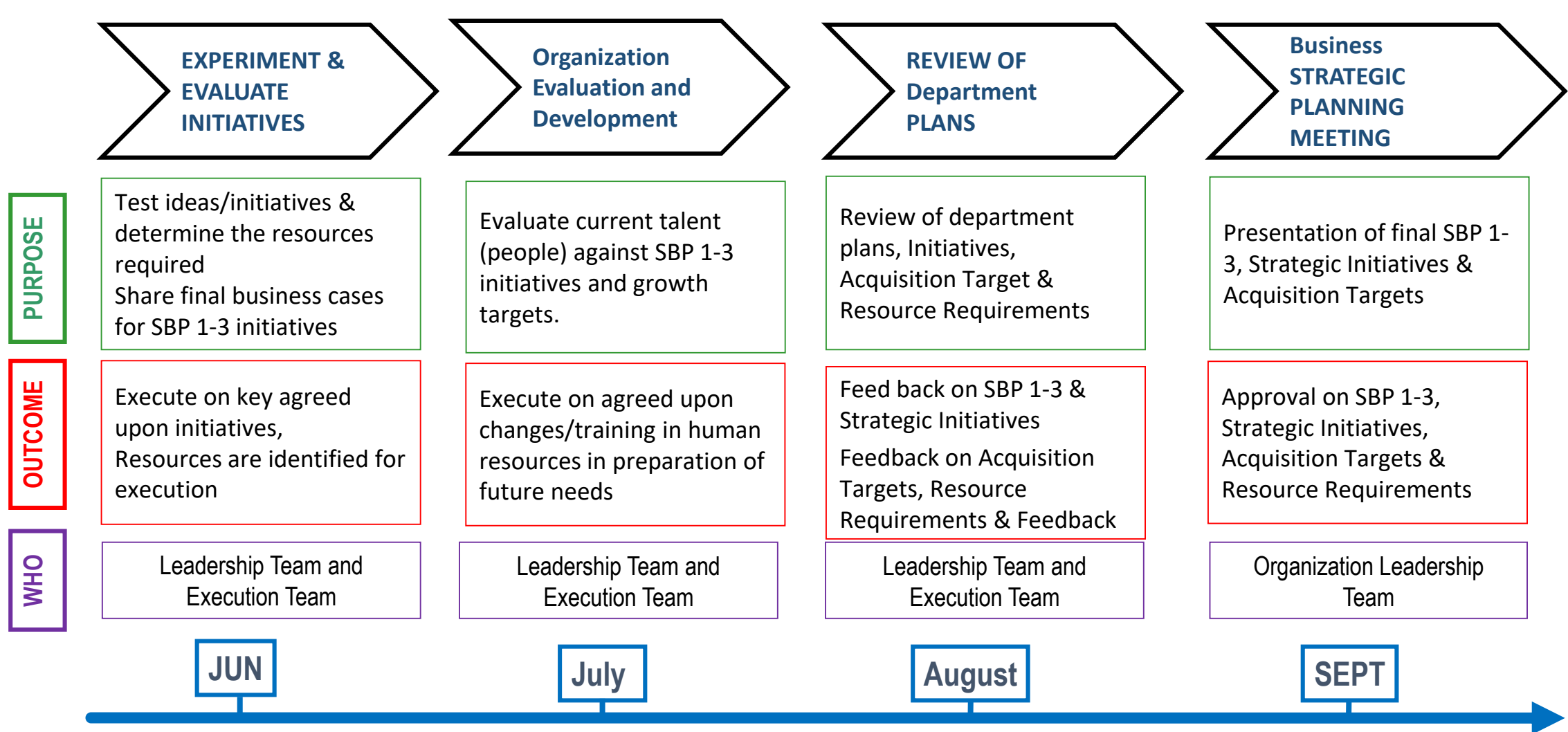
Growth As A Process

Strategy Execution Calendar

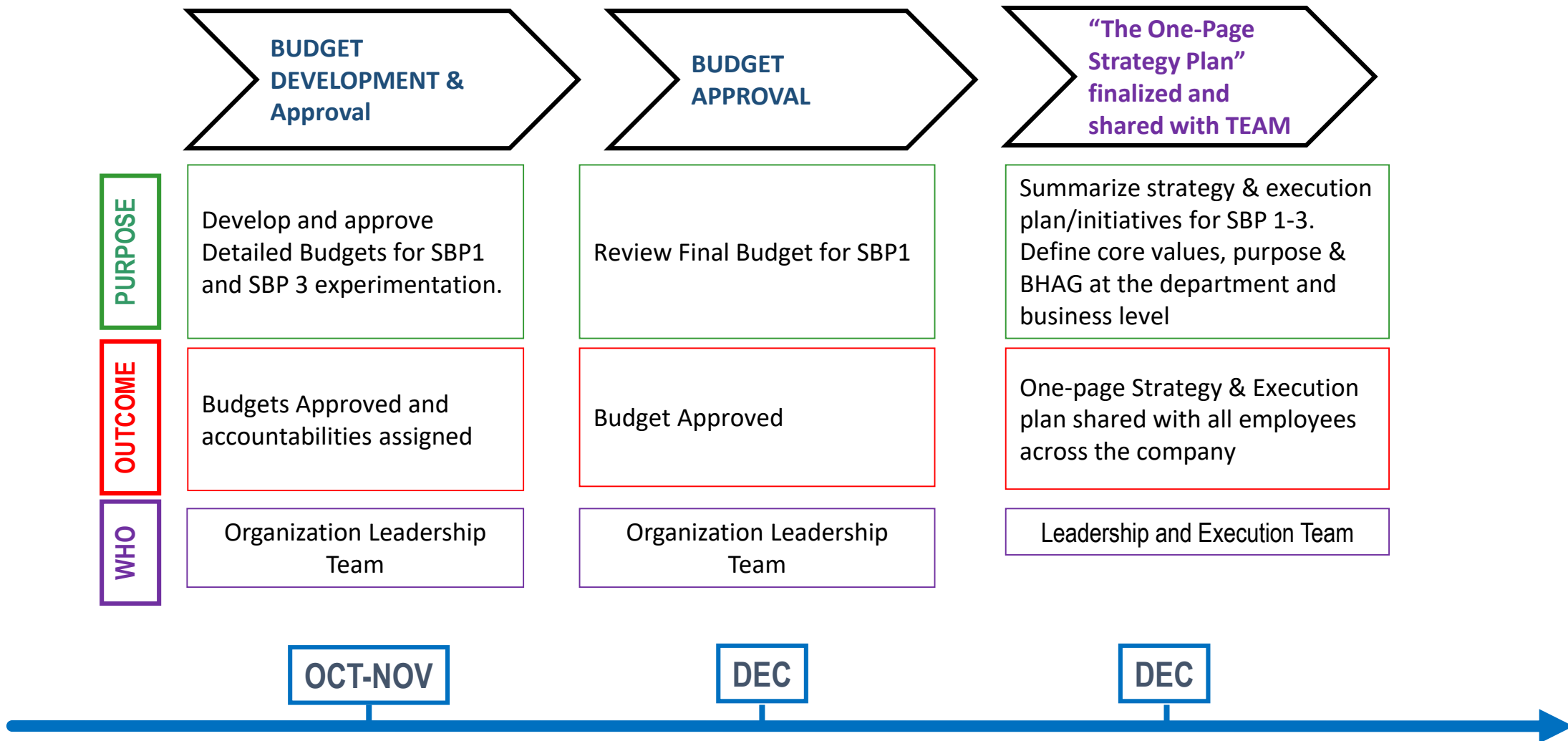
Strategy Planning and Execution Calendar



Strategy Planning Execution Calendar



Strategy Planning and Execution Calendar



Principles of Execution-Focused Leadership

Clarity: Do we all know what is most important?

Commitment: Do we believe in the goals and want to achieve them?

Translation to action: Do we know what we have to do to achieve the goals?

Enabling sponsorship: Do we remove barriers?

Synergy: Do we work effectively together to improve our ability to achieve the goals?

Accountability: Do we report results to one another regularly?

Create an ongoing rhythm for the leadership/Project team to follow-up and follow-through

Board/Strategy Leadership Meeting - Critical Reflection Questions



1. Did our business growth align with our purpose and vision?
2. **Strategy Performance Reviews:**
What worked well for us in the year's first six months?
What did not work well for us in the year's first six months?
3. **Strategy Execution Reviews (SER):**
What are the challenges and risks associated with reaching the second half of the year's goals?
4. What do we need to mitigate these challenges and risks?
5. Are We Holding Ourselves to the Highest Standards of Performance and Execution?
6. Which of Our Existing Key Relationships Needs More Love?
7. What Skill Sets or Knowledge Gaps Do We Have?
8. On a Scale of 1 to 10, How Well Are We Innovating and Staying Ahead of the Competition?
9. Which Competitors Are Nipping at Our Heels?
10. If We Started a New Company to Compete Against Our Own Company, What Would the New Company Do to Put Us Out of Business?

**Monthly/
Quarterly/Half-
yearly/ Annual
check-ins**

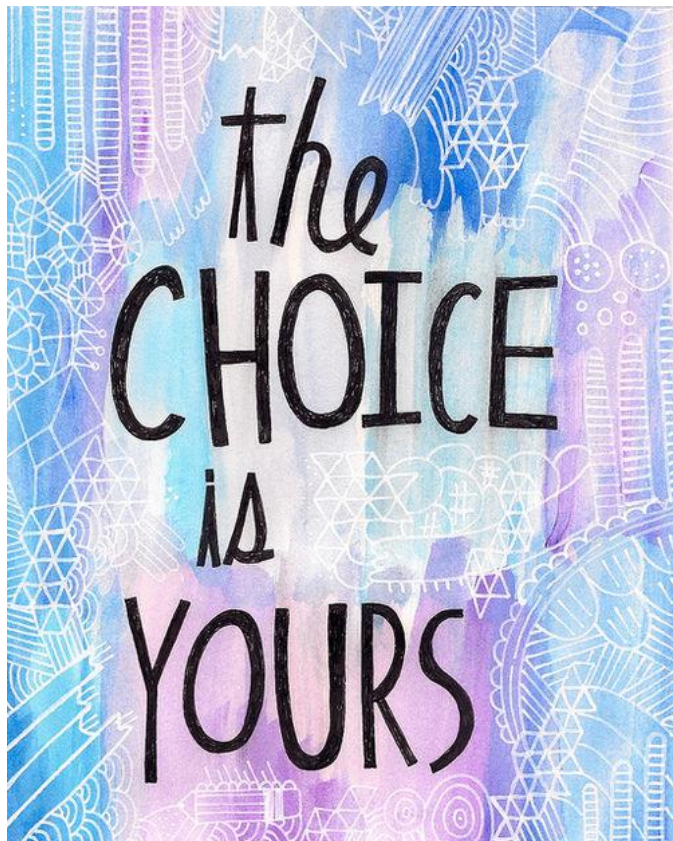
Reflection Questions

1. What are my key learnings from this section?
2. What are two things that I need to change in my job/business starting tomorrow?
3. Identify two people in your business with whom you would like to share this information. Also, set up a date for when you will share this information. Follow through on this commitment.

The illiterate of the 21st century will not be those who cannot read and write. But those who cannot

Learn | Unlearn | Relearn

----- Alvin Toffler



"Learning is defined as a change in behavior. You haven't learned a thing until you can take action and use it."

— John C. Maxwell

"You are free to choose, but the choices you make today will determine what you will have, be, and do in the tomorrow of your life."

– Zig Ziglar

