

4° OF FREEDOM

heartpower & horsepower

OUR EXPERIENCE SAYS: FACT 1

52% of an organization's people embrace their vision, mission, values and competitive differential.

OUR EXPERIENCE SAYS: FACT 2

90% of organizations fail to execute their strategies successfully.

OUR EXPERIENCE SAYS: FACT 3

30% of organizations effectively integrate their strategic plans into their daily operations.

It Starts With People

EQ AGILITY **IQ AGILITY**

- Self awareness
- Self management
- Social awareness
- Relationship Mgmt (social??)
- Verbal communication
- Working memory
- Perceptual reasoning
- Processing speed

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4° CUSTOMER EXPERIENCE PROCESS

Customer Entry Points

Engagement Touch points

- High**
 - speaking engagements
 - webinars
 - networking
 - case studies
 - referrals
 - Book
- Med**
 - product (digital, hard)
- Low**
 - case studies
 - testimonials
 - social media platforms

Process Steps:

- Discover us**
 - proposal
- Inspire them**
- Create solutions for them**
 - Assess needs
 - write proposals
 - 1:1 consulting
 - certifications
 - APP
 - Book (workbooks)
- Sustain our support to them**
 - APP (workbooks)
 - Subscription Governance
 - Online Assessment
 - Self-reflection survey
 - invoice
 - Blog
 - articles
 - videos

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4° Freedom Dashboard

Goal: \$11m

Process	Actualize Brand thru Marketing	Enhance Revenue Streams thru Selling	Innovate Products & Services thru Development	Execute Order Fulfillment thru Supply Chain	Build Capabilities thru "Backbone" Activities
Outcomes	Brand Awareness, Market Penetration, Customer Acquisition	Revenue Growth, Market Share, Customer Retention	New Products, Service Offerings, Intellectual Property	Operational Efficiency, Customer Satisfaction, Logistics Performance	Infrastructure, Talent, Technology, Compliance
Actions	Marketing Campaigns, Content Strategy, Sales Funnel Optimization	Sales Training, Channel Partnerships, Pricing Strategy	R&D Investment, Market Research, Prototyping	Supply Chain Management, Inventory Control, Quality Assurance	IT System Implementation, HR Recruitment, Regulatory Compliance

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Processes

\$11m

- Actualize Brand thru Marketing
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4° of Freedom

4° of Freedom is a simple & actionable strategic planning and governing approach that incorporates the emotional and intellectual intelligence of the business and aligns the team with a clear plan for long-term profitability.