



BLUEPRINT

*Your roadmap
to agility,
adaptability,
and success*

GOERING CENTER | *for Family & Private Business*

Would your business operate differently if every team member understood the big picture goal, how you plan to achieve it, and how they contribute to its success? Yes, it would.

What if you had a clear, concise business plan that states your desired market position and can adapt when the market suddenly shifts? That would be a game changer, and that's what we call BLUEPRINT.

BLUEPRINT is a concise communication tool that captures your big, stretch goals along with your execution plan, prioritizing challenges and determining the critical metrics needed to track progress.

Strategy, step aside. Today's entrepreneur needs a BLUEPRINT – a one-page plan to communicate a shared vision that you and your team can build together.



“If we had not gone through the BLUEPRINT process, we would still be a very reactionary business instead of being very intentional in working towards a goal and having everybody on the same page.”

Ian Murray, SpotOn Productions

WHO SHOULD PARTICIPATE AND WHY?

BLUEPRINT was designed for the leadership teams of companies that are in rapid growth, as well as companies who have lost momentum or lack direction. It is the perfect companion to a newly formed advisory board that wants to make a big impact, quickly, and will also help the next generation of leadership step into an “ownership” role – gaining visibility and confidence. Invite up to eight cross-functional decision makers to participate, or, include members of your advisory board if you have one.

Special thanks to Thrive Village for contributing the intellectual property that makes this program possible.



OUR BLUEPRINT ADVISOR

Sonya Hall is an expert in achieving sustainable and enduring organizational performance. In 2019, she founded Thrive Village, a Cincinnati-based consultancy specializing in helping businesses achieve better futures. Sonya has planned and facilitated board, executive staff, individual development and team sessions in widely diverse industries. She is an expert in strategy, execution, organizational design, culture, voice of the customer and ideation. Her no-nonsense, yet light-hearted style keeps groups focused and productive.



*Sonya Hall,
Thrive Village*

The Goering Center is a valued partner delivering knowledge, connection and community.

REGISTRATION INFORMATION

Pricing Members

\$5,500 for up to eight

Non-Members

\$6,700 for up to eight

WHAT SHOULD YOU EXPECT?

BLUEPRINT is designed for execution. Participating companies will develop their “BLUEPRINT,” a one-page tool that communicates the vision and prioritizes the execution plan, metrics to measure progress, and a communication framework for both internal and external audiences.

Part 1: Business Lifecycle, SWOT Analysis, Core Strength

Part 2: Value Discipline, Core Customers, Stretch Goals

Part 3: Finalize Goals, Determine Metrics, Complete Gap Analysis, Assign Owners to the Gaps

Part 4: Prioritization and Execution Teams, Executive Review Process, Communications Plan

When:

BLUEPRINT is offered in-person and virtually, depending on the preference of participants. The two in-person sessions are half-day workshops; the four virtual sessions are two-hour workshops. Both formats require three hours of pre-work and all sessions are scheduled at the convenience of the parties.

Contact:

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