



ON THE SAME PAGE PLANNER™ ADVERTISING EXECUTIVE LIFE PLAN

LIFE VISION & VALUES

A world where all people to believe in possibilities and see they can overcome adversity.

People are more important than things.
My reputation and integrity are worth much more than any material possession. Everything I have is a gift from God.

CAREER MISSION/ ENVIRONMENT

To bring creative ideas and strategies to a collaborative group of leaders, making critical decisions together that propel our team forward.

In a Private work space that's well designed, aesthetically pleasing, efficient and organized; timely social interaction through business lunches, travel, entertaining home

ASSUMPTIONS

Everyone deserves the benefit of doubt, Living well is all about listening and learning . I only learn when I ask more questions than I answer.

STAKEHOLDERS/ GOALS

God, Myself, spouse, parents, extended family and in-laws, Life friends, Church friends, Staff, co-workers company Officers

STAKEHOLDERS/ GOALS

Diversify my professional pursuits.
Collaborate with world renowned creative geniuses. Use more of my talents for profit.
Earn an income from public speaking and writing. Give up always trying to say the right thing - embrace failure
Beautifully balance spiritual growth.
contributing my time, talents and resources to things that matter in the world.

OBJECTIVES

Publish 1 article per month
Book done by 2008
Become one of the top five senior executives at the firm – exceed all KPI's
Create a foundation that offers mentoring for crippled and neglected children
Retire debt-free with at least \$ --million in cash, liquid commodities
Visit every State in the USA
Run a 10K or equivalent with my kids
Earn income from public speaking \$ --- by Earn \$ ---K annually
Give way 25% of income each year

STRENGTHS

Conceptual, creative, strategic, objective, solutions-focused, smart negotiator, enthusiastic, collaborative team player

WEAKNESSES

Weak financial analysis, impatient, volatile temper, procrastination, perfectionism, risk averse

OPPORTUNITIES

Leadership change, secession planning, industry leadership roles, community involvement, public meetings, re-engineering marketing

THREATS

Labeled "ad guy," competition for the same job(s), volatile commodity pricing, mature industry, poorly structured functional area, personal health

PRIORITY AND KEY DECISIONS

“RISK AND LIVE LARGER”

1. I will develop future two career options on in the company on outside.
2. We will visit 3 states this year
3. I will work in the leadership position at a foundation
4. I will become a truer servant leader and learn humility and patience.