

# THE RōVE STRATEGY

Strategic Planning



# RōVE

strategy for people going somewhere different.

A comprehensive strategic review for businesses ready to move forward with intention. Whether you're preparing for growth, feeling stuck, launching something new, or simply looking for a clearer direction, The RōVE Strategy helps you step back, assess the bigger picture, & create a practical roadmap for what comes next.

## Investment

Custom proposal based on business size, complexity, & project scope.

## Best For:

- Businesses preparing for growth
- Businesses feeling stuck or overwhelmed
- Owners wearing too many hats
- Organizations needing fresh perspective
- Businesses preparing for a major launch, expansion, or change

## 1. Discovery

We begin by understanding your business from the inside out.

- Comprehensive Discovery Questionnaire
- Business goals
- Current challenges
- Vision for the future
- Existing marketing & operations
- Brand positioning
- Competitor overview
- Existing systems & processes

## 2. Strategic Audit

A detailed review of the areas that matter most.

### Brand

- Messaging
- Positioning
- Customer perception
- Brand consistency

### Marketing

- Website
- Social media
- Email marketing
- Advertising
- Content

### Customer Experience

- Customer journey
- Communication
- Retention
- Reviews

### Operations

- Internal processes
- Workflow
- Time management
- Bottlenecks

### Growth

- Opportunities
- Challenges
- Risks
- Competitive positioning

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## 3. Strategy Session

A collaborative strategy meeting. Typically 2-3 hours.

- Review the findings
- Discuss opportunities
- Explore ideas
- Prioritize what matters most
- Answer questions
- Build alignment around the future

## 4. Your RōVE Blueprint

Your personalized strategic plan.

Instead of a 50-page report that sits on a shelf, you'll receive a practical, easy-to-use strategy document.

### Where You Are

Current business snapshot

### Where You Want To Go

Vision & goals

### What's Working

Strengths to build on

### What's Getting In The Way

Challenges & roadblocks

### Biggest Opportunities

Where your effort will have the greatest return

### Strategic Priorities

Your top priorities for the next 6-12 months

### Recommended Initiatives

Projects & ideas worth pursuing

### What Can Wait

Things that are important, but not right now.

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## 5. Your 90-Day Action Plan

The bridge between strategy & execution.

### Top Priorities

The three to five initiatives that deserve immediate attention.

### Quick Wins

Actions you can complete in the next few weeks.

### Longer-Term Projects

Initiatives to begin planning.

### Suggested Timeline

Month 1

Month 2

Month 3

### Recommended Next Steps

Exactly where to focus your time first.

## Deliverables

- Discovery Questionnaire
- Strategic Audit
- 2-3 Hour Strategy Session
- Personalized RōVE Strategy Document
- RōVE Map Summary
- 90-Day Action Plan
- Resource Recommendations
- Follow-up Summary

## Optional Strategy Check-In

A 60-minute follow-up session 60-90 days later.

- What's been accomplished
- What's changed
- New opportunities
- Updated priorities
- Next recommendations