

REIMAGINEZ

The Strategic Achievement Template

FOR STARTUPS

Creating a unified Strategic Plan
to Achieve Greatness



AS SEEN IN

FORTUNE  Nasdaq  NBC  TNW  VentureBeat

FEATURED ENGAGEMENTS

   markit   

Welcome

As a founder and leader of a company, there are a million things to get done. It is essential to place your focus on the activities with the highest impact that will effectively move your entire company forward. Throughout the past two decades of working with founders and leaders, we have often been asked for insights into how companies who have lost their way during hyper-growth or during a major crisis with key investors or staff could be reenergized.

The answer begins with in-depth cultural and strategic alignment, which includes the direction of your company and how to get there with maximal efficiency.

Building
People and Purpose-Centric
Company Cultures

WE BELIEVE IN...

Championing High Achieving Empathic Givers.

Supporting high-performing Founders and Leaders who are driven by making a difference.

Being the helping hand for people with incredible resiliency while supporting change-makers on a mission.

Empowering a New Era of Brilliant Business Cultures

Making High Achievers
the Leaders of Tomorrow's World

"This is why I am so thankful that Therése and Reimaginez have built novel frameworks filled with space for empathy and understanding that allow her to be an uncommonly effective founder and culture therapist. Her keen eye for maximizing strengths and minimizing growing pains for founders and companies is, from my experience, unique in its approach and effect, and I would recommend to anyone running a company that understanding Therése's perspective will be of inestimable value."

Alex Nichols, Co-Founder at Florrent

"Therese and her team will empower your leadership team to identify and nurture high potential employees and develop them into high achievers, inspire creativity amongst the teams to achieve extraordinary goals, and create scalable support systems based on behavioral science."

Sridhar Iyengar, Founder and CEO at Elemental Machines

1,000+

Founders & C-Level
Clients Served

2,500+

Keynotes and
Talks Delivered

30,000+

Company Cultures
Impacted

To learn more about how to multiply the effects of your vision throughout your company and to intentionally design and scale culture successfully, feel free to reach out to

team@reimaginez.com

The Key Components

1. AN ACTIONABLE AND UNIFIED STRATEGIC DIRECTION

Including how the vision can serve you and which high impact goals to prioritize.

2. DESIGNING AND SCALING A THRIVING COMPANY CULTURE

Culture impacts everything from productivity, engagement, and customer loyalty, to the speed of innovation, retention of talent, growth, and, of course, profitability.

With the Strategic Achievement Template now in your hands, you will be able to define your strategic direction, which will help set your company on a path of continuous performance, achievement, and clarity.

This process will create self-sustaining structures for accountability within, and throughout, your company. By letting clarity guide how you lead your teams, frustration and confusion will diminish as your people naturally align with your vision as well as each other.

Please note, your Strategic Achievement Template is a living document, and it's important to continually refine and update it when significant events happen that disrupt your path.

Introduction

Your Strategic Direction

A cohesive strategic direction helps your entire company rally around the overall pursuit of your business. Achieving this efficiently includes the components below:

Your Vision

What drives you? How is this expressed in your company's culture and strategic direction?

These answers can often become your company's ideal North Star. The more clarity you have here, the more aligned your company's goals and processes will be.

Your vision should be incredibly ambitious and deeply meaningful so that people who believe in what you believe in will be attracted to you as customers, team members, investors, and partners. The most successful visions can be so powerful that entire industries rally around them.

High Achievers thrive alongside fellow High Achievers, and they **attract each other**

Your Main Goal

12 MONTHS OUT

Having a single main goal that aligns with your vision is critically important for your rapid success. Among the sea of competing priorities and agendas that all founders face, this can often be the most difficult part of the process to do on your own.

To help you create the most effective goals, our Goal Formula has been incorporated into the Strategic Achievement Template.



Example

Product

Build and launch the first customer-centric product within 6 months.

Commercial

Close 100 dream persona clients with an average deal size of 50,000 USD.

Culture

Create a people-centric culture where every team member shares the same core values and supports each other to overcome challenges and achieve our goals in an efficient and meaningful way.

Your Supportive Goals

HOW YOU GET THERE

When it comes to achieving your vision, you need to break your main goal into supportive goals for each team. An effective starting point to breaking down your main goal into supportive goals can be to place them into categories such as Product, Commercial, and Culture.

For maximum effectiveness and accountability, your key metrics should be aligned with your supportive goals, which can be the number of products sold, the volume of products shipped, and the number of active client ambassadors.

Culture is a way to
drive **behavior**

Your Key Metrics

What are you tracking and why? When selecting your key metrics, it is essential not only to track financial data, but also to track metrics that show momentum, impact, contribution, and the happiness of your people and clients. Choose 3–10 key metrics that will have the greatest impact on your company.

In addition to all of the thousands of things you could measure, the most difficult for many founders are the ones connected to culture. How can you measure culture and how can you know if you are moving in the right direction? For this, we are providing you with an initial Culture Check template found on the right.

Your Milestones

Next up is to make your goals actionable from a day-to-day perspective by breaking down your main goal and supportive goals into bite-size chunks. The clarity this provides helps your teams prioritize the what, the when, the how, and the why.

We recommend using the results of your main goal 12 months out as your starting point and working backwards by breaking down everything required to achieve the goal. After you have broken down these milestones into months, the next step is to do the same for each week.

This will, in turn, focus your teams' daily priorities, leading to a sense of achievement, accountability, and clarity for everyone in the company.



The Culture Check

How does your company's culture directly connect to your vision, goals, milestones, and key metrics? How are you honoring your values through your strategic unified plan? How does your cultural foundation align with, and extend to, your overall strategy?

Your culture is a way to align people with shared values to support each other in overcoming challenges and achieving ambitious goals in an efficient and meaningful way. Your company's culture is the foundation of your company's behavior and impacts everything from productivity, engagement, and customer loyalty, to your speed of innovation, retention of talent, growth, and, of course, profitability.

Your Strategic Achievement Template

TURNING YOUR PLAN
INTO ACTION

Your Vision

What drives you?

How is this expressed in
your company's culture and
strategic direction?

Your Main Goal

12 MONTHS OUT

The Goal Formula™ by Reimaginez

An Empowering Goal is:

Purposeful

How is the goal in line with your values?

Prioritized

What is important to you with the goal, and why?

Fulfilling

Who will you be when you have achieved the goal?

Joyful

How will you feel when working towards the goal?

Positive

How can you formulate the goal by focusing on what you want and avoiding the use of negativity?

Clear

How can you make the goal so vivid that you and others can easily imagine it?

Actionable

How can you design the goal so that you and others can act independently upon it?

Active

How can you write down the goal in the present tense and make it active?

Challenging

How can you design your goal so it will be so challenging that you and your company need to grow in order to achieve it?

Measurable

How will you know when you are successful?

Your Supportive Goals

HOW YOU GET THERE

#1

#2

#3

#4

#5

#6

Your Key Metrics



What are you tracking and why? Choose 3–10 key metrics that will have the greatest impact on your company.

VI

VII

VIII

IX

X

Your Key Milestones

JAN

FEB

MAR

Make your goals actionable by breaking down your main goal and supportive goals into bite-size chunks.

APR

MAY

JUN

Your Key Milestones

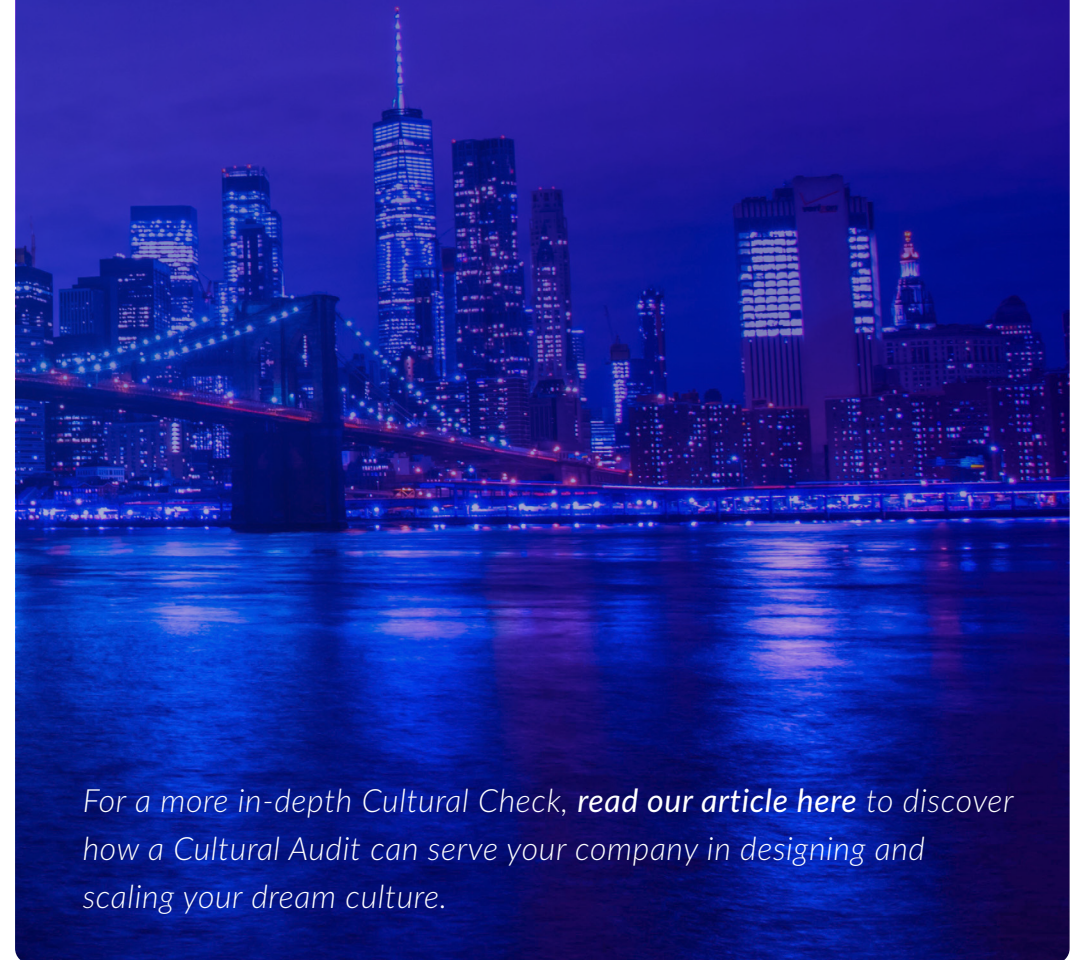


Make your goals actionable by breaking down your main goal and supportive goals into bite-size chunks.



The Culture Check

How does your company's culture directly connect to your vision, goals, milestones, and key metrics? How are you honoring your values through your strategic unified plan? How does your cultural foundation align with, and extend to, your overall strategy?



For a more in-depth Cultural Check, [read our article here](#) to discover how a Cultural Audit can serve your company in designing and scaling your dream culture.

NEXT STEPS

Your Strategic Direction

Is aligning your vision with your leadership philosophy while executing on this plan important to you?

Is getting buy-in from your other stakeholders important for you to realize your vision?

Is peaking your performance as important as achieving your company's goals?

To go beyond this Strategic Achievement Template and take your strategic direction to the next level, apply for a complimentary 30-minute strategy session with a Reimaginez's team member today.

[Reimaginez.com/strategy-application](https://reimaginez.com/strategy-application)

Your Dream Culture

Curious to learn more about how you can intentionally design and scale a thriving culture? Reach out to our Team to book a discovery call.

team@reimaginez.com

Discover How to Design and Scale a Thriving People and Purpose Centric Culture

It's Time to Reimagine the Workplace

Imagine your company filled with thriving High Achievers, all striving towards greatness, lifting each other towards new heights and scaling a culture of high performance and excellence.

A High Performance Culture Can Be Designed

Culturally-driven companies achieve 18% more revenue per employee than the average. As the saying goes, "Culture eats strategy for breakfast." Culture is a way to drive behavior, and it can be codified. It is a way to align people with shared values to support each other in overcoming challenges and achieving ambitious goals. Culture impacts everything from productivity, engagement, and customer loyalty to talent retention, speed of innovation, growth, and, of course, profitability.

Design and Scale Your Thriving High Performing Company Culture

Reimaginez™ is an award-winning company specializing in successfully designing and scaling high performance, thriving company cultures. With 20 years of experience, serving 1,000+ Founders & C-suite clients and impacting over 30,000 company cultures, the Reimaginez team helps founders, CEOs, and leaders keep, attract, and lead High Achievers while living as High Achievers themselves.

We amplify such goals and this kind of impact via One-on-One High-Performance Programs with Founder and Executive Coaching, Keynote Speaking, Performance, Cultural and Leadership Programs, Cultural Transformations, Cultural M&A Integrations, and CEO Advisory.

10x'ing Their Average Deal Size

CLIENT

Serial Founder and CEO of a Series-A health-tech company in the US.

CHALLENGE

Scaling up yearly revenue and closing large commercial partnerships to secure market share.

RESULT

The underlying challenge was a disconnect between the goals, strategies, and priorities within the company, especially between the engineering and commercial teams. Steps taken included aligning the company around a united vision and strengthening their culture, followed by a targeted commercial strategy focused on clear dream personas and value propositions. These initiatives resulted in a more than ten fold increase in their average deal size. Therese and the CEO's continued collaboration also led to commercial partnerships with three out of the four largest players in their industry, significantly positioning the shareholders for a profitable exit.

**High Achievers attract
High Achievers**

Tripling the Equity Stake

CLIENT

First-time Founder and CEO of a Series-B biotech company in the US.

CHALLENGE

During the company's series-B funding round, the CEO was at risk of being diluted further and only left with 3 percent of his business.

RESULT

The first step was to identify key issues that included board and investor relations, corporate positioning, and competing priorities. Therése helped the CEO develop sophisticated negotiation strategies and tactics to strengthen him personally and professionally against a combated board. Together, their work resulted in a closed funding round with a 9.5 percent equity stake, and the CEO earned renewed confidence from the board and company.

They outperform average workers
by 14% in productivity, 18% in sales,
and 23% in profitability

3x ARR

Positioning the Company as the Dominant Player in Their Niche

CLIENT

High-growth, VC-backed life sciences company headquartered in the US.

CHALLENGE

Engage a mixed culture of High Performers and Cruisers to develop and scale a High Achieving Culture during an unprecedented period of growth, fundraising, growing pains, and new business.

RESULT

To implement a cultural transformation, we focused on a mix of strategic, tactical, and operational programs and initiatives. Reimaginez implemented several cultural initiatives and training and development programs, which enabled the team to experience a 50% increase in growth with High Performers.

To level up the team, we implemented several Futuristic Leadership Programs for management and next-generation leaders to strengthen and level up the teams. Alongside the client, we also advanced the culture and leadership from a mixed performance to a High Achieving Culture.

We helped the company develop a proven recruitment methodology to attract more culturally aligned High Performers; the client adopted and implemented the proprietary processes, models, and frameworks that included The People and Purpose Centric Recruit on Culture Framework™.

We helped the company shift to a fully-remote model, align resources and people, and scale the company. Additionally, we leveraged product-market fit to increase market share which led to **becoming the dominant player in their niche by creating a 3x growth** in Annual Recurring Revenue in one year.

“Their transformative programs, through their profound understanding and application of high-performance culture, has made a significant impact on the growth and development of our organization. Their strategic, cultural, and holistic guidance aligns perfectly with the ethos I am passionate about both in my professional life and personally. It is a culture that I strive to embody and promote each day.

Therese’s work extends beyond measurable results, though these are undeniably impressive with a significant return on investment. Her work is about fostering a vibrant and sustainable organizational culture that enhances performance, promotes engagement, and drives innovation.

Most importantly, it’s so clear how deeply passionate and driven she is by her mission to bring about positive change while maximizing our potential – that energy is infectious.

Working with Therese and the Reimaginez team represents a powerful investment in the future of any organization. For any leader looking to make significant, positive, and lasting changes to their culture, Therese and her team at Reimaginez offer an outstanding partnership.”

Robert Sur, Co-founder and CEO at Delegate

Reimagine the workplace by bridging the gap between
what science knows and what business does

Reimaginez.com

GET IN TOUCH

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