



Success by Design by Richard B. Sanford • www.ssbp.biz

Review by
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The Premise

Strategic planning is one of the essential skills that every business owner needs to master and achieve success in the business world.

In a Nutshell

As a 35-year veteran of P&G, I learned strategic planning very early in my career. This process was refined during my many years of service, but the essence remained the same.

When I read Dick Sanford's book, *Success by Design*, I thought I was reading the P&G primer on strategic planning. His book is very well-written and it is a step-by-step guide to building a successful strategic plan that will help drive and achieve business objectives.

I believe that his hands-on experience is something that every college student should experience. *Success by Design* should be in all business classes as assigned reading and definitely an integral part of the Executive MBA and MBA programs.

Favorite Feature

The fact that the principles and the simplicity of the Strategic Planning model used in this book were in fact used by Dick Sanford to achieve success in life and business.

Take Away

- Step 1.** Every (small) business failure is caused by insufficient planning.
- Step 2.** Business dreams are ideas that require planning to turn them into reality.
- Step 3.** There are many things out of our control. Customer Service isn't one of them.
- Step 4.** You become what you think about all day long.

Conclusion

Some readers recently wrote that the Simplified Strategic Business Planning

approach outlined in *Success by Design* is an easy yet very effective way to focus, and stay focused, on important business objectives and the strategies for making them happen. In addition, by including management and key individuals in the process, ownership of the resulting required tasks becomes an important

new part of a company's culture. Learn more by visiting the *Success By Design* website at www.ssbp.biz

My Rating

