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[HTTPS://KENNETHIGIRI.COM](https://KENNETHIGIRI.COM)

Strategy Tools for Small Business

FREE Sample of the Interactive Ideation Session

WHAT IS STRATEGY?

There are about **135 Airlines** in the *United States*



15 Regional
Airlines

15 Mainline
Airlines

29 Commuter
Airlines

32 Charter
Airlines

44 Cargo
Airlines

➔ **Southwest Airlines**
stands out in *strategy*
conversations

Among the **BIG 4** – 74% of US airline
seats

The **only large low-cost carrier** in the
United States

Extremely **efficient** and **low-cost**
operations

➔ **Southwest Airlines**
made *a set of choices*
about their business

We will do only **point-to-point flights**
rather than rely on the hub and spoke

We will fly only **one type of aircraft** -
Boeing 737s

We will do only **short trips** with **no**
meals and **no travel agents**

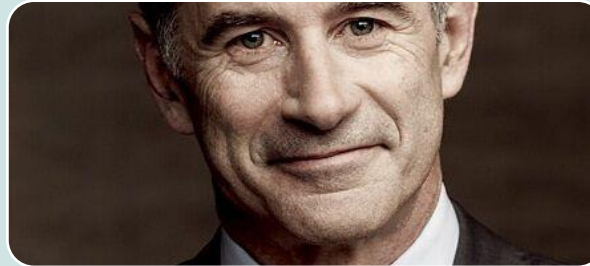


STRATEGY ACCORDING TO EXPERTS



“Strategy is the set of long-term choices that an organization makes to distinguish itself from competitors”

- Michael Porter



“An integrative set of choices that positions you on a playing field of your choice in a way that you win”

- Roger L. Martin



“... a set of guiding principles that, when communicated and adopted in the organization, generates the desired pattern of decision making”

- Michael D. Watkins



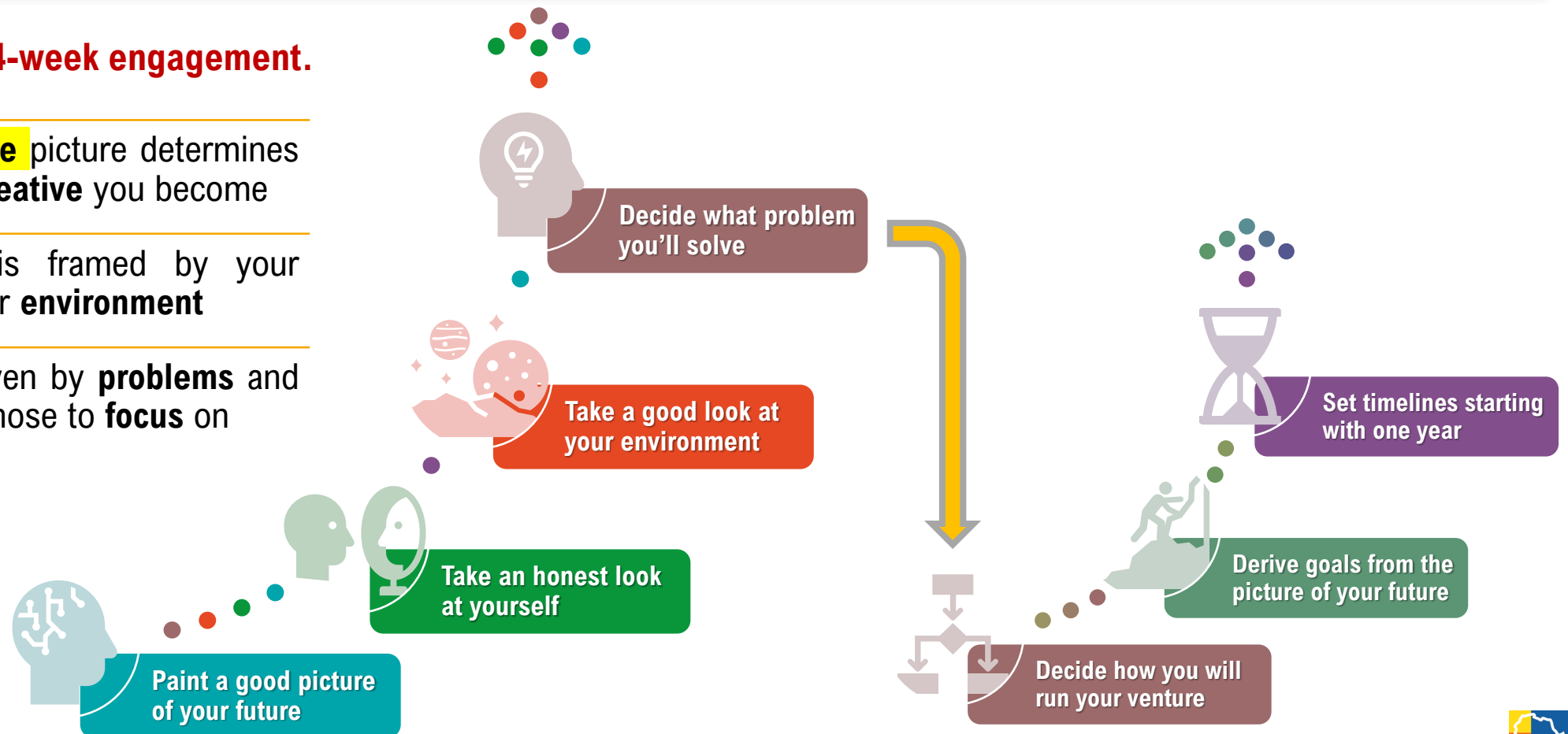
WHAT DOES THIS MEAN FOR YOU?

This is typically a 4-week engagement.

Clarity of your future picture determines how **resilient** and **creative** you become

Where you play is framed by your **capabilities** and your **environment**

How you win is driven by **problems** and **opportunities** you chose to **focus** on





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Interactive Ideation Session

with

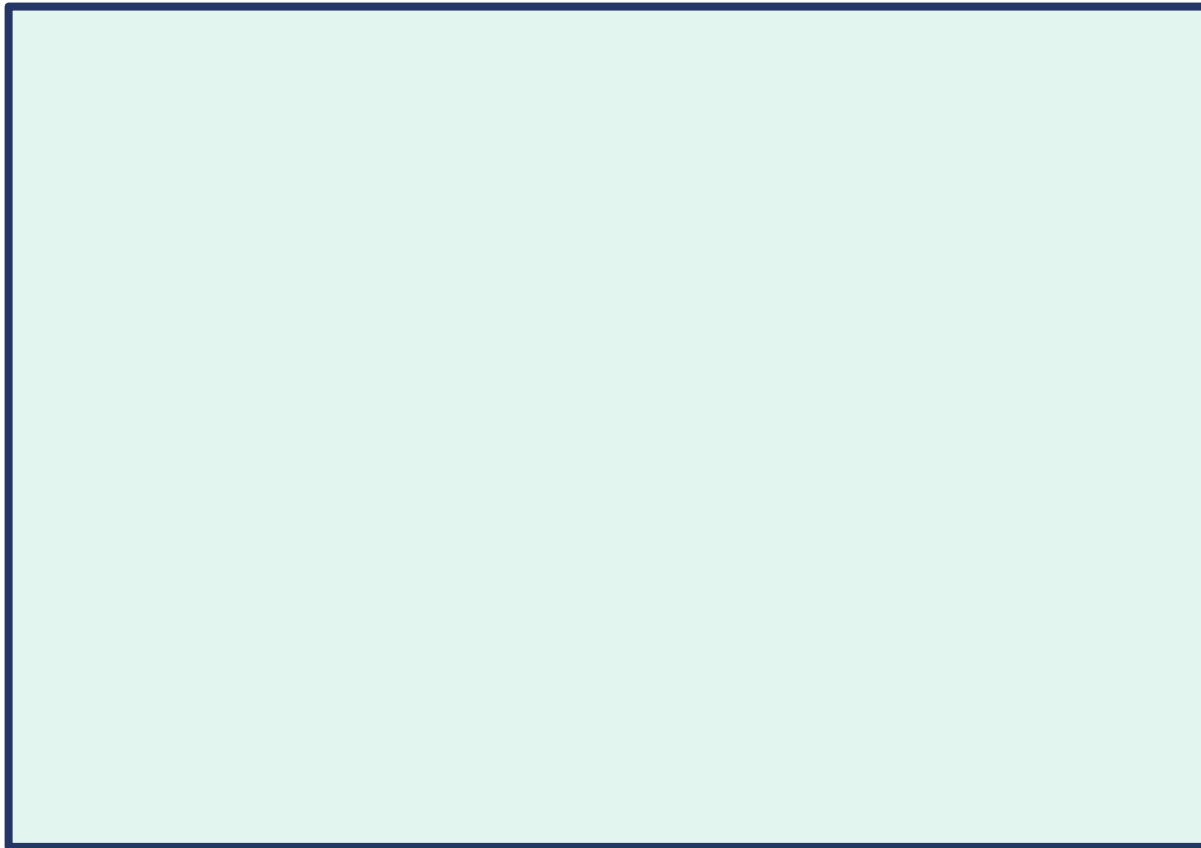


The Strategy Club

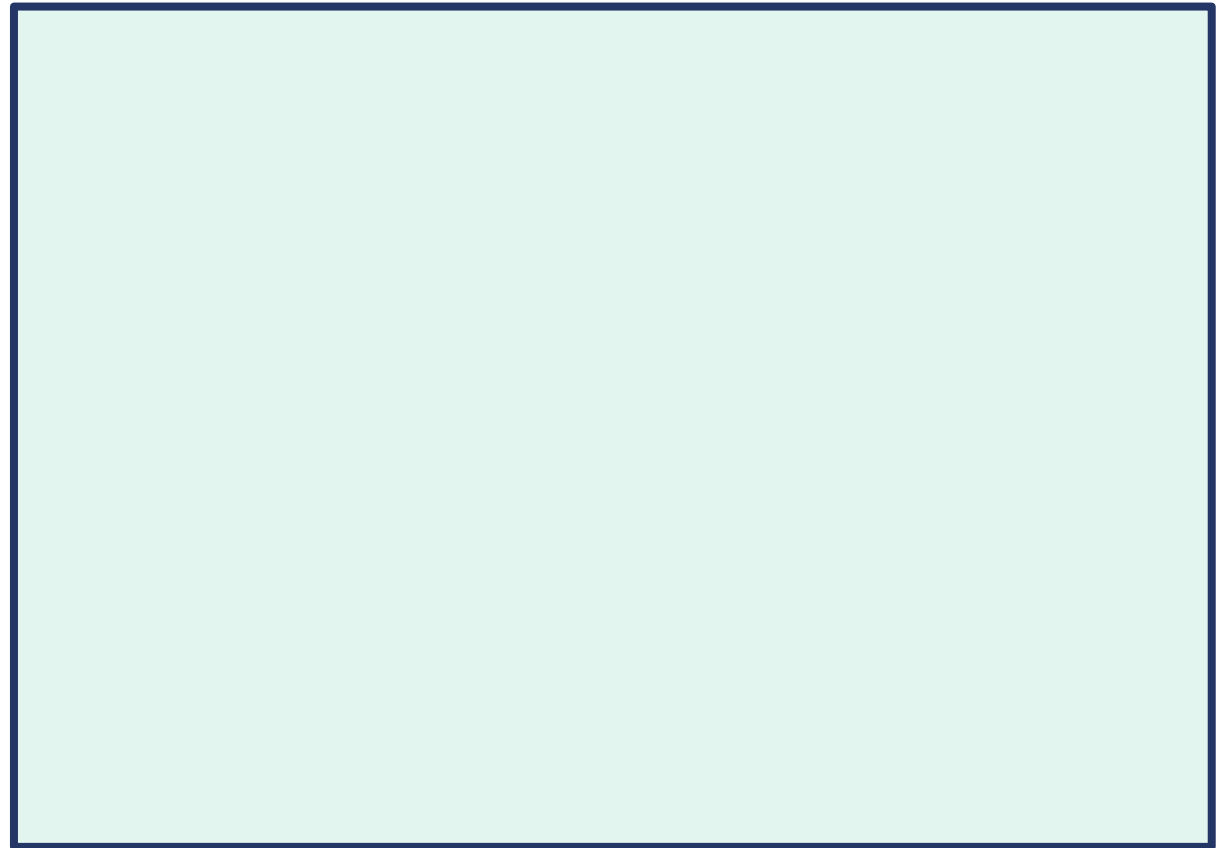
Vision & Mission

TAKEAWAY – *Clarity*. Establish your vision and mission statements.

Paint the perfect picture of your business **in a perfect world** in less than 20 words



In less than 20 words, **what will you be doing** to paint that picture?



SWOT Analysis Part I

TAKEAWAY – *Awareness*. Document the factors for establishing a strategy.

Strengths

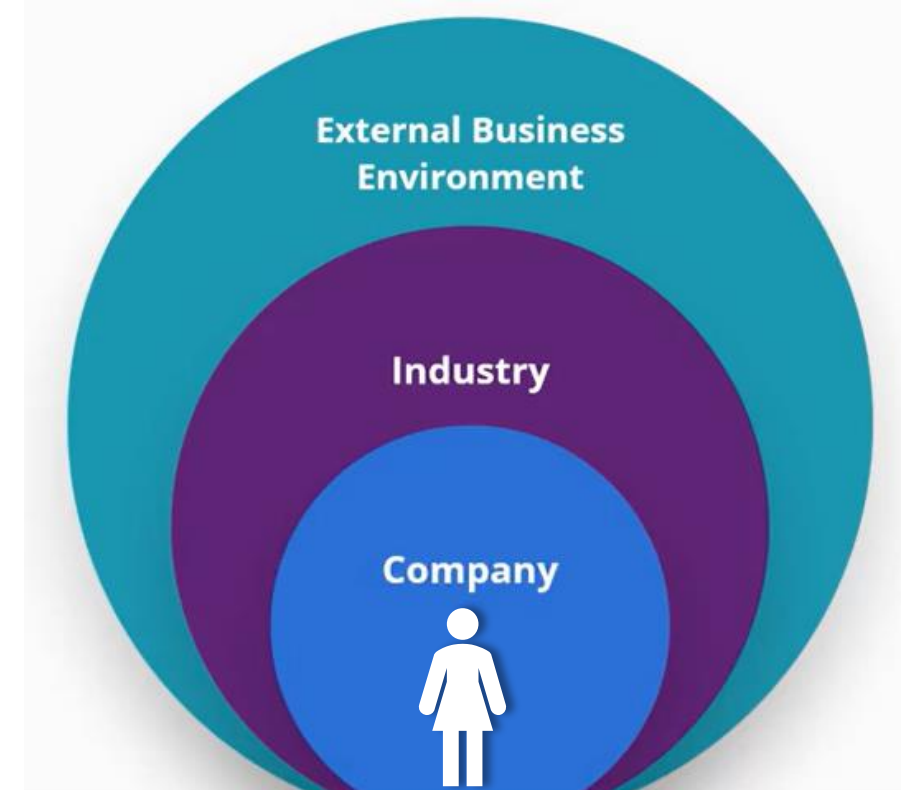
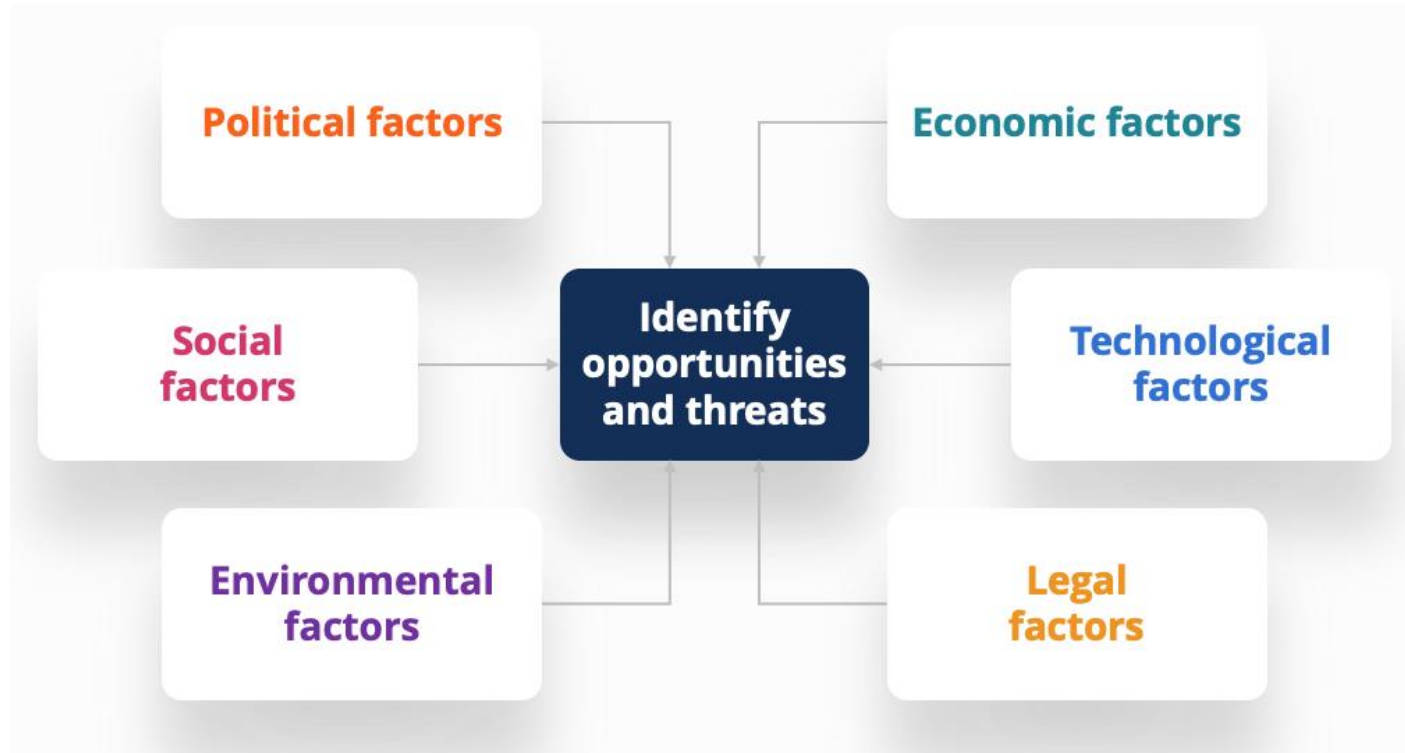
Weaknesses

Opportunities

Threats

SWOT

Overview of External Factors



PESTEL Analysis

TAKEAWAY – *Context.* Capture the impact of external factors.

Political

Economic

Social

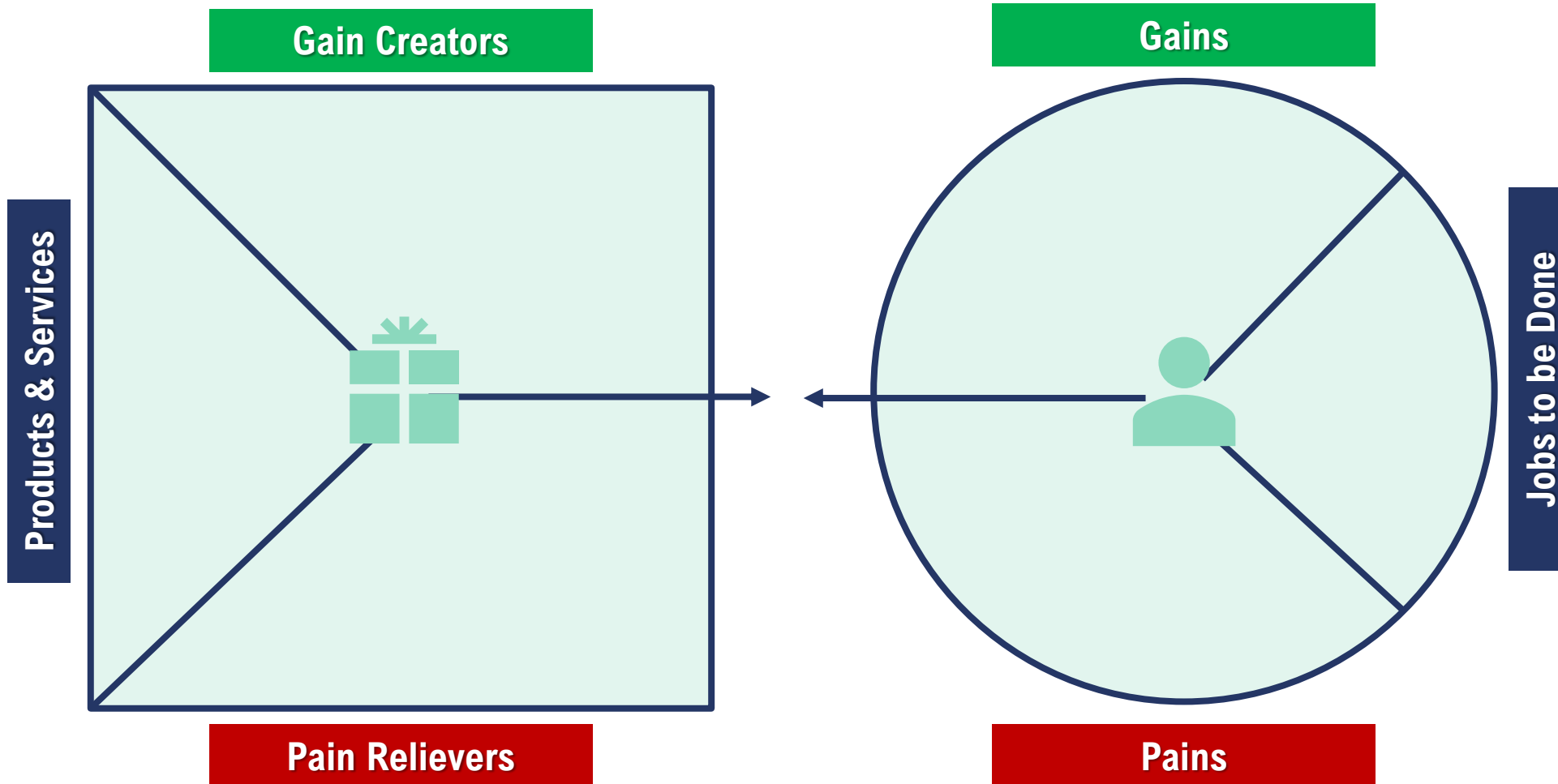
Technological

Environmental

Legal

Value Proposition Canvas

TAKEAWAY – Target. Value & Pain Points Addressed.



Customer Data

1. First Name
2. Last Name
3. Phone Number
4. Delivery Address
5. Preferred flavour
6. Family size
7. Any health issues, allergies
8. Important dates

Business Model Canvas

TAKEAWAY – *Clarity.* Articulate a Business Plan.

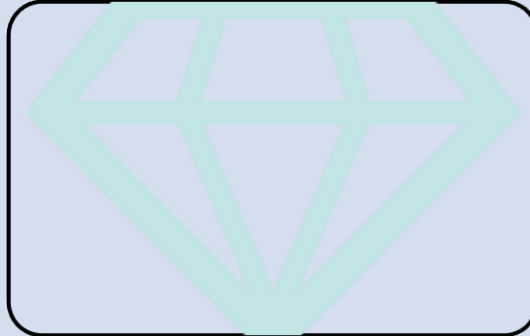
1. Kenneth Igiri		1.		1.
	Key Activities		Customer Relationships	
Key Partners	Key Resources	Value Propositions	Channels	Customer Segments
5.				
Cost Structure			Revenue Streams	

WHY | BMC Summary

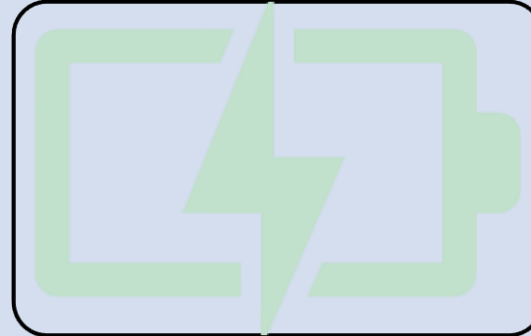
TAKEAWAY – *Clarity.* Summarize
Business Plan.



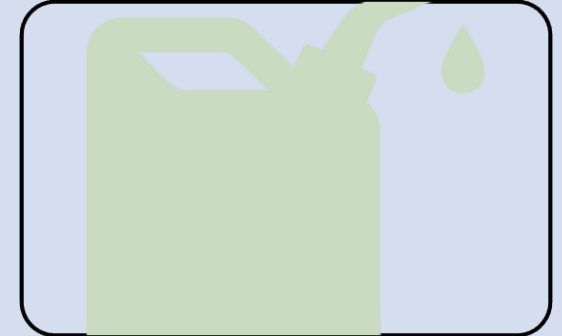
Where Do We Compete?



What Unique Value Do
We Bring?



What Resources and
Capabilities Do We
Utilize?



How Do We Sustain Our
Value?

WHAT | SMART Goals

SAMPLE STRUCTURE

Acquire 2000 paying customers by December 2024 (\$100/customer/month) so I can resign from my day job



STRATEGY



STRUCTURE



SALES



SIZE



SCHOOLING

- S

SPECIFIC

MEASURABLE

ACHIEVABLE

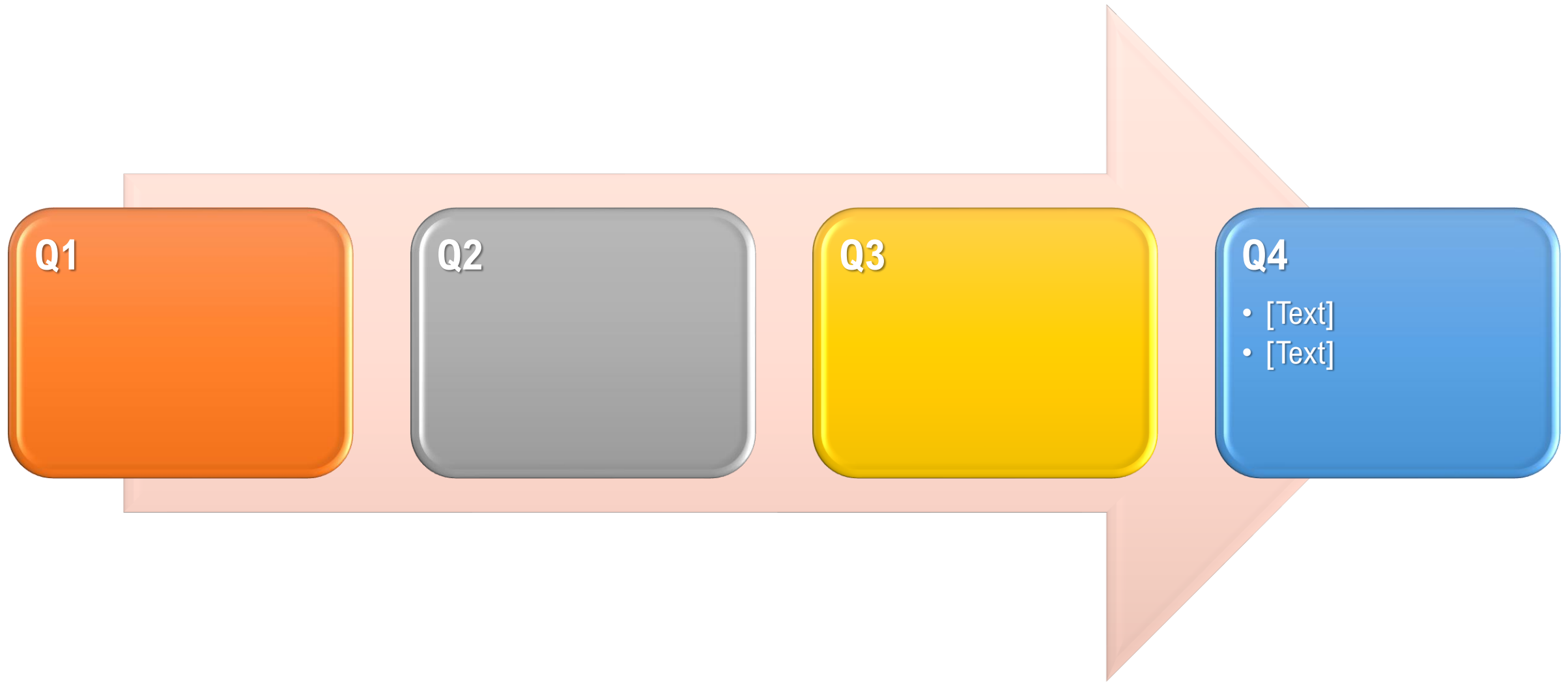
RELEVANT

TIME-BOUND

HOW | Strategy



WHEN | Roadmap



Next Steps

The Strategy Club –
kennethigiri.com/tsc



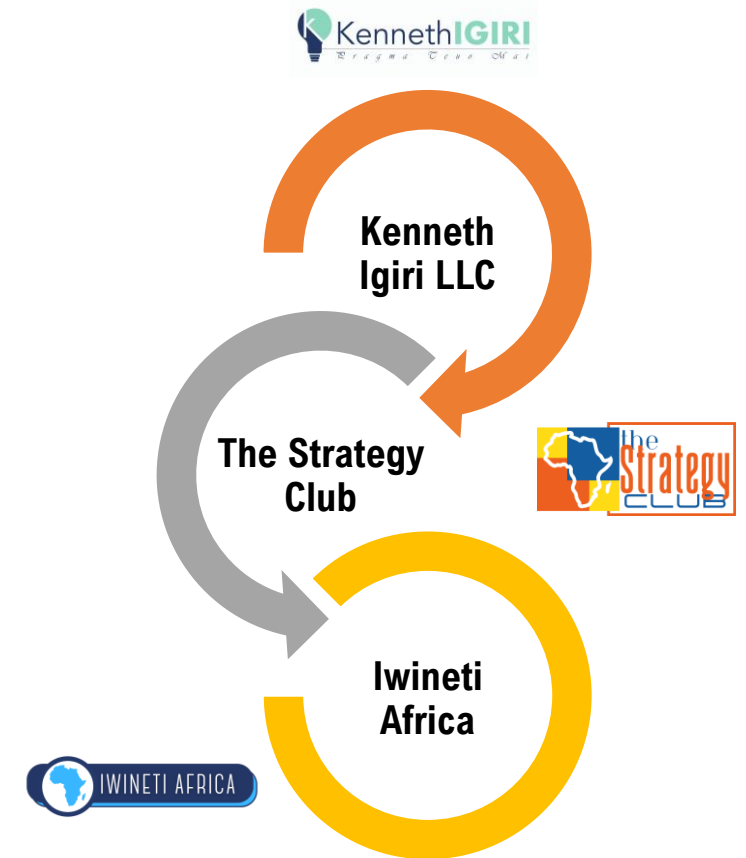
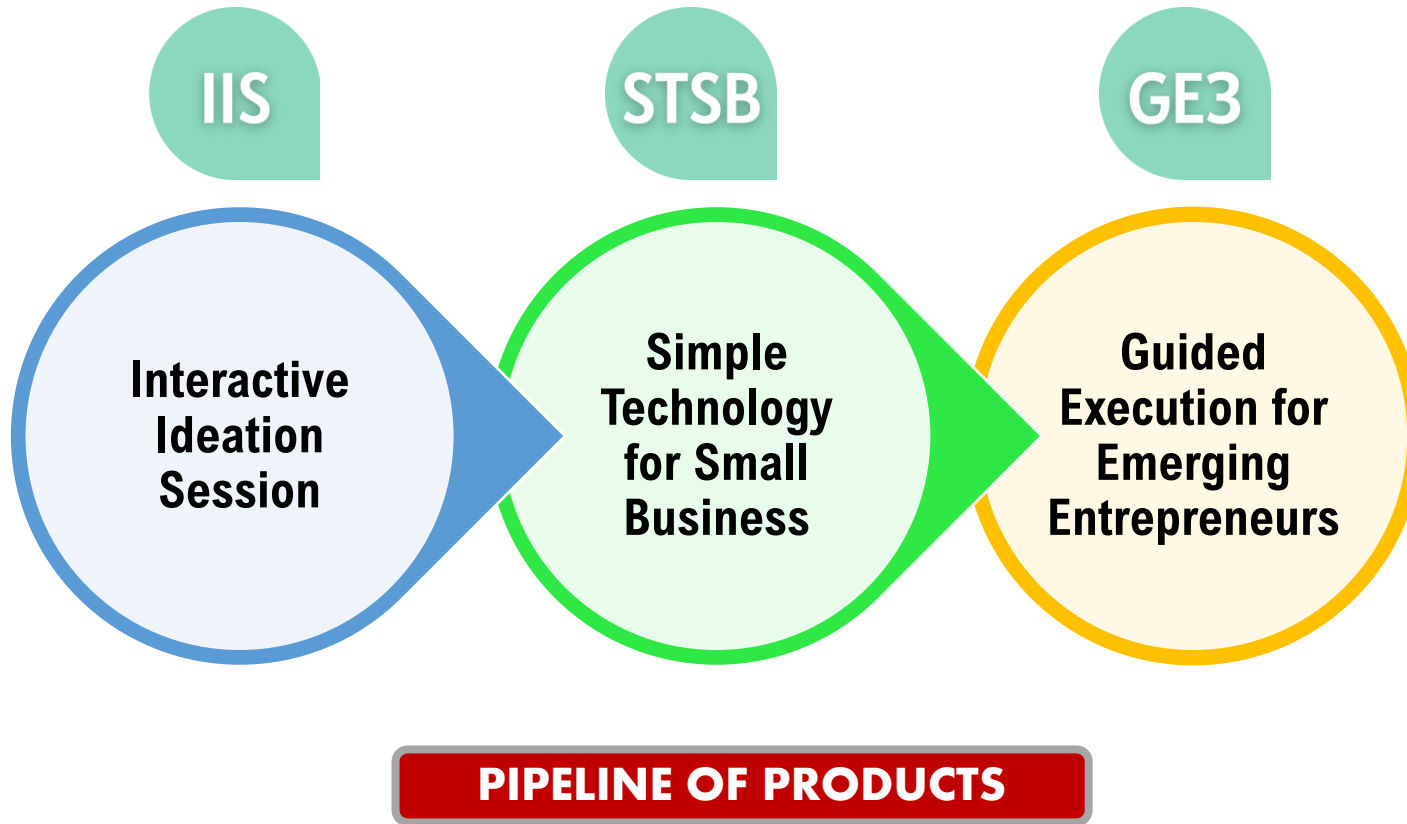
Choose your three
branding artifacts



Choose your Iwineti
Africa slot



Core Connections



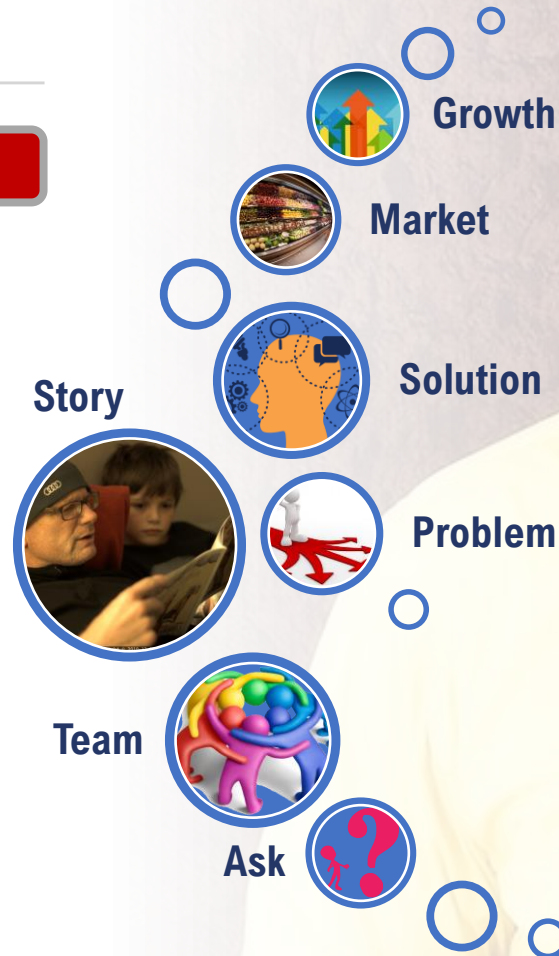
2-Minute Pitch

ASSIGNMENT

Let's pretend I am a **Venture Capitalist**. Convince me in a minute or two to give you an appointment that could earn you **\$100,000**.

TAKEAWAY – *Clarity.*

Develop a succinct way of presenting your business.



AGENDA

Module I

1. 2-Minute Pitch
2. Vision & Mission
3. SWOT Analysis Pt. I
4. Assignment I

Module II

1. External Factors
2. PESTEL Analysis
3. SWOT Analysis Pt. II
4. Assignment II

Module III

1. Value Proposition Canvas
2. Business Model Canvas
3. Business Model Summary
4. Assignment III

Module IV

1. Smart Goals
2. Strategy
3. Roadmap
4. Next Steps



One Programme, Two Audiences

Emerging Entrepreneurs

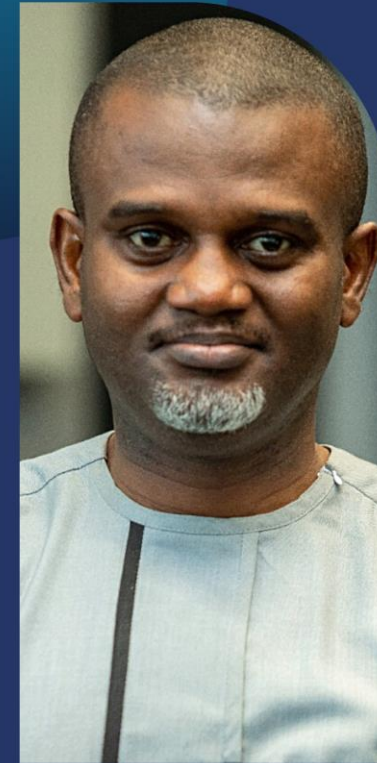
- Gain Clarity
- Develop a strategy
- Launch Predictably

Career Professionals

- Get refined
- Get noticed
- Get hired



BESPOKE
EXECUTION
STRATEGY



The INTERACTIVE IDEATION SESSION

The **Interactive Ideation Session** is a Strategy Session which will help you properly articulate your next move. Using strategy tools and techniques, Kenneth works with four types of people to demonstrate his philosophy of *thinking before doing* in real life.

EMERGING ENTREPRENEURS

Gain clarity. Develop a strategy. Launch predictably. Especially if you are operating in Africa.



CAREER PROFESSIONALS

Get refined, get noticed, get hired. Especially if you are in the Information Technology space.



START THIS WEEKEND

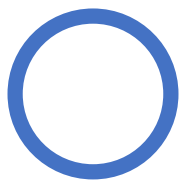
"You are already smart. We just help you put your great ideas together in a holistic and structured fashion using strategy tools and techniques" - **Kenneth Igiri**

READY TO SOAR?

LEARN MORE

<https://kennethigiri.com/iis>





THANK YOU



Feedback