



Example Strategic Planning Framework

	Crawl	Walk	Run	Fly
Focus:	<ul style="list-style-type: none"> • Speed • Product development • Defining good enough • Wearing multiple hats 	<ul style="list-style-type: none"> • Refine product/ service • Pricing • Messaging • Coordination • Recruiting • Operating infrastructure 	<ul style="list-style-type: none"> • Predict/manage risk • Quality service and formal feedback loop • Formalize roles & responsibilities • Talent management 	<ul style="list-style-type: none"> • Continuous improvement • Innovation • Automation and efficiency • Satisfaction & retention
Example Challenges:	<ul style="list-style-type: none"> • Too few resources • Experience/skills gaps 	<ul style="list-style-type: none"> • Prioritization • Communication 	<ul style="list-style-type: none"> • Repeatable/ scalable processes • Maintaining culture 	<ul style="list-style-type: none"> • Competitors • Bureaucracy
Target Outcome:	Launch successful MVP	Brand recognition + meaningful sales	Profitable growth	Global scale & market share