



Calling All AD/HD Entrepreneurs... Focus Energy into Action in 60 Minutes

According to the Attention Deficit Disorder Association, a majority of entrepreneurs display characteristics of AD/HD, or Attention Deficit Hyperactivity Disorder, which often affects or limits business success. Common characteristics among highly successful entrepreneurs include action-orientation, creativity, adaptability, and curiosity as well as impatience, restlessness, and inability to focus for long periods of time. Sound like anyone you know?

Lack of focus and planning is one of the top ten reasons why businesses falter or fail, yet avoidance of strategic planning altogether is the most common path AD/HD entrepreneurs take because they don't have the patience to spend days let alone weeks creating a plan. The good news is that creating a strategic plan doesn't need to take more than an hour. In fact, if you spend about ten minutes a piece on each of the following six steps you will end up with not only a plan, but a plan of action.

1. **Identify a strategic issue you want to solve.** Strategic issues impact a business and its future. They can be opportunities for, or obstacles to, growth. Choose an issue of high priority or where you will see the most impact.
2. **Make assumptions.** Assumptions spell out the best-case scenario if you solve the issue and the worst-case scenario if you do not solve the issue and nothing is done.
3. **Create a vision.** Visions are the best imaginable outcomes for the strategic issue selected. Be sure to be specific and quantify your vision statements.
4. **Identify obstacles.** Obstacles obstruct the realization of your vision. By identifying all of the obstacles, you know exactly what you are facing and what is needed in the way of effort and innovation.
5. **Create strategies.** Strategies are the performance gaps (obstacles) that need to be closed. List up to three gaps to close and describe the current state and the desired state.
6. **List actions.** For each strategy, list all of the activities needed to close the performance gap.

That's it. Not too painful. Now that you have your strategic plan, it's time to do what you like to do best...get 'er done.