

# STRATEGIC PLANNING LAUNCHPAD



# WORKBOOK

DISCOVER THE ENGINE FOR SCALING  
YOUR BUSINESS THAT WILL 10X YOUR  
FOCUS & 4X YOUR RESULTS



# STRATEGIC PLANNING LAUNCHPAD

## Welcome to the Strategic Planning Launchpad!

In this 5 day live event, you're going to learn the frameworks and secrets to success that have created opportunities for my clients to 10x their focus, double revenue quarter over quarter, and achieve their goals in ¼ the time expected.

Discover the largely ignored strategies that can bring you freedom, flexibility and financial opportunity, allowing you to scale your business and your life without overwhelm or feeling "stuck."



Need access to the event and trainings? Click the button below or go to [strategicplanninglaunchpad.com](http://strategicplanninglaunchpad.com) to register your spot in the challenge.

[Join The Strategic Planning Launchpad](#)



# Introduction

Congratulations on accepting the Challenge and welcome to the Strategic Planning Launchpad!

In this 5 day challenge, I will help you create a plan to strategically accelerate and grow your business over the coming 12-24 months.

My name is Rachel Steininger and I will be your guide throughout this challenge.

As the founder of Upward Acceleration, I help my clients through my signature program, the Upward Acceleration Academy, where they scale and systemize with my help and guidance. Using non-sales, non-marketing strategies (those I'll be sharing with you this week!), I have helped my clients 10x their focus, double revenue quarter over quarter, and achieved their goals in  $\frac{1}{4}$  of the expected time.

Before starting UA, I worked in the investment world, launching multi-billion dollar products, working with teams across the globe, and thinking about risk-adjusted ROI all day long (I still do!). I'm also a single mom of a teenage boy, a dog mom to Loki (who lives up to his namesake), and while I live in downtown Chicago, I grew up in Alaska.

This workbook will help guide you during the challenge and give you actionable tasks to implement so you get results fast.

Be sure to submit the Daily Action Task in the group under guide 3 to qualify for prizes (plus to actually take action and, you know, get results!). I will announce the winners on Day 5.

**Please print this workbook.** Keep in touch with me throughout the challenge. I am here to help you in this process.

Cheering you on... always.

Rachel



# Schedule

## **Day 1: Avoid The #1 Mistake When Planning To Scale**

On the first day, you will understand my “Acceleration Engine” and the first step to take to scale your business, your time, and your financial opportunity. Hint: it’s NOT about your sales or marketing.

## **Day 2: Activating Your Scalability Superpowers**

On the second day, you’ll uncover why you might feel “stuck” or stagnant and hone in on what you can do about it.

## **Day 3: Shorten Your Strategy To Success Cycle**

On the third day, you will learn exactly how to optimize your take action plan for bigger results in less time.

## **Day 4: Run Your Acceleration Engine... Hands Free**

On the fourth day, you will discover my step by step process to resource and scale your business without jeopardizing your highest value activities.

## **Day 5: Take Action & Scale Momentum Hacks**

On the fifth day, you will get my best hacks for driving sustainable business growth before, during, and after the action so you can hone your focus and harness those wins in any situation or time period.

We go live at 7:30 am PT/10:30 am ET each day for about an hour. We’ll also have an hour for Q&A in the early afternoon for the [VIP Sessions](#).

All the content will be removed at midnight ET on Sunday after the challenge is over.

**P.S. Make sure your Daily Action Task is completed by midnight ET each night to remain eligible for the Grand Prize.**



# STRATEGIC PLANNING LAUNCHPAD

## Day 1

### Checklist & Action Task

- Watch Rachel's "Pre-Game Event"
- Watch Rachel's First FB Live & leave a comment
- Watch Rachel's VIDEO & leave a comment
- Watch Rachel's FIRST EVER Live Video
- Complete the "Introduction Tasks" under Guide 1
- Comment on the Action Task Post in the FB Group
- "What is your Vision/SMART goal for the next 12-24 months?"
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Important Links

[The Facebook Group](#)

[The "Introduction Tasks"](#)

[Daily Events & Replays](#)

[Daily Action Tasks](#)

[Meet the VIPs](#)

[Meet the Challengers](#)

[Upgrade to VIP](#)







## Day 1

### The Cost of Inaction (Money)

What is the cost of inaction? What does it cost you to not scale your business?

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Why change now vs putting this off?

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What happens if your vision does not happen?

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Current Monthly Profit + Owner Pay: \$ \_\_\_\_\_

Goal Monthly Profit + Owner Pay: \$ \_\_\_\_\_

What is it costing you per month not to hit your goal?

(Goal Monthly - Current Monthly)

\$ \_\_\_\_\_ (A)

How much is it costing you the next 4 months (multiply (A) by 4)?

\$ \_\_\_\_\_

How much is it costing you in the next 12 months (multiple (B) by 12)?

\$ \_\_\_\_\_

# STRATEGIC PLANNING LAUNCHPAD

## Day 1

### The Cost of Inaction (Time & Relationships)

How does inaction affect your day-to-day life? How does it affect what your workday looks like?

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How much does inaction affect your personal life? What is it costing you? What is it costing your loved ones?

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What is it costing the people waiting on you to help them?

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**I, \_\_\_\_\_, give myself permission to take control of my actions and my attitude, to become the person who creates the reality I desire, and to know that deep down, I fully deserve it all.**

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_



# STRATEGIC PLANNING LAUNCHPAD

## Day 2

### Checklist & Action Task

- Watch Rachel's Day 2 Video
- Complete the Day 2 Action Task in Guide 3
- Comment on the Action Task Post in the FB Group "Why do you do what you do?"



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## Important Links

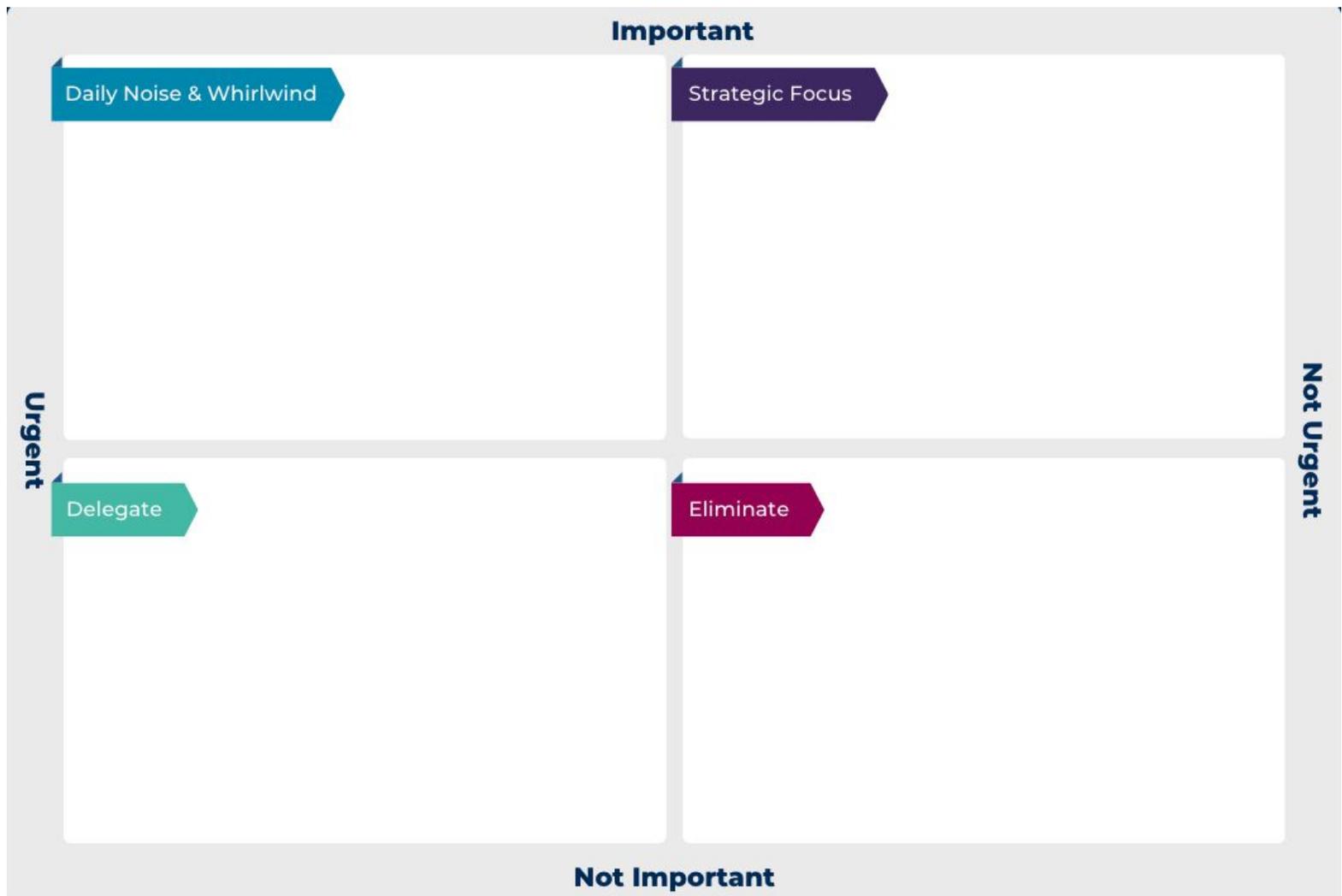
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# STRATEGIC PLANNING LAUNCHPAD

## Day 2

Map Your Activities (Eisenhower Matrix)



# STRATEGIC PLANNING LAUNCHPAD

## Day 2

Map Your Activities (Fulfillment vs Function)

		Great At Doing	
Hate To Do			
		Terrible At Doing	



# STRATEGIC PLANNING LAUNCHPAD

## Day 3

### Checklist & Action Task

- Watch Rachel's Day 3 Video
- Complete the Day 3 Action Task in Guide 3
- Comment on the Action Task Post in the FB Group  
"What's your #1 milestone, first focus initiative?"



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## Important Links

Fill this out to join our Private Session on Thursday

[The Facebook Group](#)  
[Daily Events & Replays](#)  
[Daily Action Tasks](#)

# STRATEGIC PLANNING LAUNCHPAD

## Day 3

What are all the things you could do to improve your business and reach your vision in the next 12-24 months? To get your brainstorm on, consider each of these areas of focus:

### Acquisition

How can you get more leads?

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### Conversion

How can you improve the number of leads who become clients?

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### Experience

How can you improve your client's experience and lifetime value?

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### Systems

How can you improve systems (HR, finances, technology, execution)?

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# STRATEGIC PLANNING LAUNCHPAD

## Day 3

### Map Your Initiatives (Step One)

Rank your projects/initiatives, top to bottom, by how effective you believe they will be at helping you meet your goals.

**Effective**

**Not Effective**

# STRATEGIC PLANNING LAUNCHPAD

## Day 3

### Map Your Initiatives (Step Two)

Keeping the effectiveness ranking (top to bottom) from before, shift each idea left to right for how likely and able you are to achieve the goal.

		Effective	
Low Ability/Motivation			
		Not Effective	

# STRATEGIC PLANNING LAUNCHPAD

## Day 4

### Checklist & Action Task

- Watch Rachel's Day 4 Video
- Complete the Day 4 Action Task in Guide 3
- Comment on the Action Task Post in the FB Group "What's your next best resource?"



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## Important Links

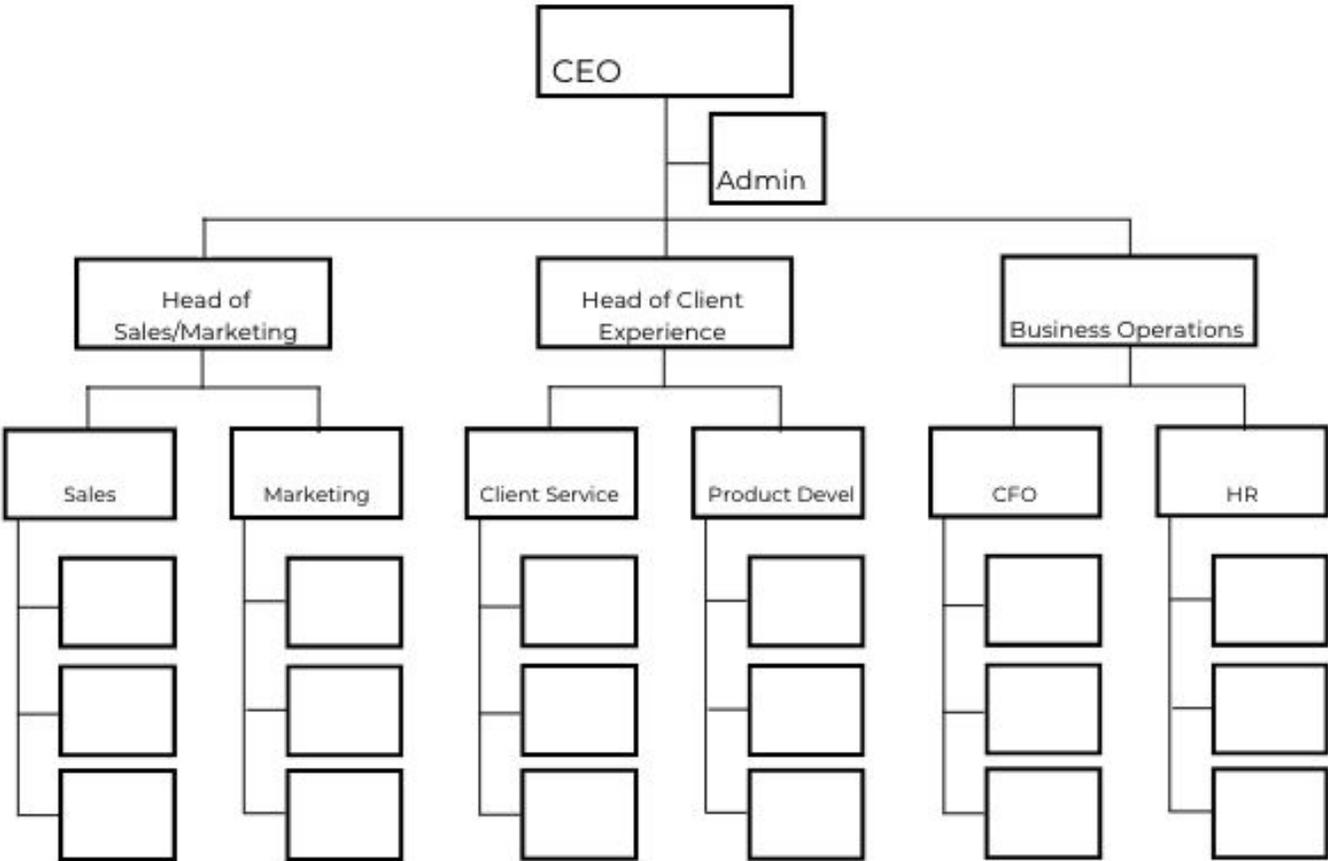
Apply for a free strategy session here.

- [The Facebook Group](#)
- [Daily Events & Replays](#)
- [Daily Action Tasks](#)

# STRATEGIC PLANNING LAUNCHPAD

## Day 4

What does your current organizational chart look like?





# STRATEGIC PLANNING LAUNCHPAD

## Day 4

Based on your assessment, where could you make improvements to your internal resourcing?

### **Addition**

Hire or outsource responsibilities

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### **Subtraction**

Removing people, bottlenecks

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### **Multiplication**

Shift or delegate responsibilities

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### **Division**

Regrouping/shifting responsibilities

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# STRATEGIC PLANNING LAUNCHPAD

## Day 4

### Recommended Outsourcing & Tools

#### **Human Resources**

[Free HR Audit + Preferred Partner Discounts](#)

#### **Virtual Assistants**

Offshore: [Get Staffed Up + Preferred Partner Discounts](#)

Onshore: [Sparent](#) & [Sparalegal](#)

#### **Project Management**

[ClickUp](#)

[Airtable](#)

#### **CRM & Email Marketing**

[ActiveCampaign](#)



The above may contain affiliate links. If you purchase a product or service through one of the above links, I may be eligible to receive compensation.

# STRATEGIC PLANNING LAUNCHPAD

## Day 5

### Checklist & Action Task

- Watch Rachel's Day 5 Video
- Complete the Day 5 Action Task in Guide 3
- Comment on the Action Task Post in the FB Group  
"What is your #1 question holding you back from moving forward on your goal?"



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## Important Links

[The Facebook Group](#)  
[Daily Events & Replays](#)  
[Daily Action Tasks](#)