



# BrainWorks Presents: Rocket Fuel for your Business

"Would you tell me, please, which way I ought to go from here?"  
"That depends a good deal on where you want to get to," said the Cat.  
"I don't much care where--" said Alice.  
"Then it doesn't matter which way you go," said the Cat.  
"--so long as I get SOMEWHERE," Alice added as an explanation.  
"Oh, you're sure to do that," said the Cat, "if you only walk long enough."

-Alice's Adventures in Wonderland.

By popular demand, Alex Glassey is back in South Africa!

## Why Plan?

The heart of Strategy is the identification of alternative routes to an intended end-goal, choosing the most appropriate route, and then developing a tactical detail plan to reach the goal via the preferred route. This sounds simple, yet very few business take this approach. They rather follow Alice's approach of "walking long enough."

Whereas an established business may still get away with a lightweight approach to strategic planning (they have resources to walk "long enough"), it is often the final nail in the coffin of a small company. Business coaches agree, "Failing to plan, is planning to fail."

It could be that entrepreneurs and product visionaries just don't want to face the business reality of the ideas they are pursuing, simply because they have already committed so much to achieve it, that they don't want to know that it may never become a reality. It may destroy their hope. Sadly, hope is not a strategy.

The good news is, the sooner you face the reality of your business offering, the sooner you can act and save it. Even better, make it fly!

**Whether you are planning a new business, or are in the process of launching a new product in an established business, the same reality applies: you need a strategy.**

Enters **StratPad**, an award-winning software app that makes business planning simple. StratPad will help you:

Build Your Business Plan in Less Than a Day  
Create Financial Projections in Minutes  
Improve Cashflow

## Attend the Workshop!

In this 7 hour workshop by Alex Glassey, the CEO and founder of StartPad, you will:

- Think *strategically* about your business/product
- Actually *write your business/product plan* from scratch using a simple yet rigorous approach.

**Venue:** Woodhill Golf Estate  
**Date:** Thursday 10 September 2015  
**Time:** 09h00 to 17h00  
Complementary Lunch

**Special Bonus: One Year free subscription to StratPad Business edition worth \$99**

REGISTER NOW at  
[www.stratpadworkshop.co.za](http://www.stratpadworkshop.co.za)

Early Bird Registration: R1250 per person  
Normal Registration: R1500 per person

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Alex Glassey is passionate about helping entrepreneurs succeed. A dynamic and compelling speaker, he brings a wealth of knowledge and experience from his own proven track record as a serial entrepreneur and business advisor. Alex has delivered numerous workshops and presentations globally and is an adjunct professor in the business school at Royal Roads University in Victoria, Canada.