

BEHIND *THE* BRAND

POWER SUMMIT

SESSION NOTES

BEHIND THE BRAND POWER SUMMIT

DestinyTalk Notes

STRATEGIC PLANNING FOR YOUR KINGDOM BUSINESS

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WHAT IS STRATEGIC PLANNING?

- The process of defining your organization's direction and making decisions about allocating resources
- Setting long-term goals, identifying key priorities, and developing actionable plans
- Strategic planning helps businesses stay focused, anticipate challenges, and adapt to changing environments

STARTING WITH GOD

- Begin by "daydreaming with God" – setting aside time for board meetings with Holy Spirit
- Allow God to take limitations off your conscious mind and show you His vision
- Create a visual for your mind to focus on as you navigate the ups and downs of entrepreneurship
- Remember: "Communion with Holy Spirit is always going to be the cheat code for success in your life"

PARTNERING WITH GOD

- Your business is a divine response to a need in the earth
- Discover what God desires to produce through the anointing He placed inside you
- "It's God's purpose that prevails" (Proverbs 19:21)
- Ask God questions like:
 - What are you inviting me into?
 - Who is meant to benefit from this enterprise?
 - Why was I chosen for this assignment?
 - What do you desire to see happen through this business?

KEY COMPONENTS OF STRATEGIC PLANNING

1. Mission and Vision

- Mission: The assignment/purpose God placed this enterprise inside you
- Vision: What you see when you daydream with God about the business

2. **SWOT Analysis**

- Strengths: What makes your business unique
- Weaknesses: Areas needing improvement (small team, limited funding)
- Opportunities: Market trends you can leverage
- Threats: Potential risks to your business

3. **SMART Goals**

- Specific, Measurable, Achievable, Relevant, Time-bound
- Example: "Make \$1,100 per month by acquiring two new customers monthly over the next 8 months with a deadline of December 31st"
- Never set vague goals like "get more customers"

4. **Competitive Strategy**

- Customer Experience: Provide exceptional service that sets you apart
- Differentiation: Offer something unique in the marketplace
- Niche Focus: Target a specific audience
- "A company that blends in with the crowd will eventually be suffocated by it"

5. **Action Plan**

- Marketing Strategy: Social media, partnerships, SEO, ads
- Sales Strategy: Cold calls, referral programs, collaborations
- Operations: Streamline processes, automation, workflow
- Financial Plan: Budgeting, funding options, pricing strategy
 - "Your budget is the decision maker"
 - "If it's not supplied, I don't need it"

6. **Monitor and Adjust**

- Review to make adjustments, not to get disappointed
- "Adjust and fire again" after setbacks
- Learn from failures and keep moving forward

POINTS TO REMEMBER

- Keep It Super Simple (KISS)
- Never leave God out of the planning process

- Ups are worth celebrating, downs are worth learning from
 - A plan is useless without corresponding actions
 - Don't get trapped in analysis paralysis
 - God intended for you to be successful, even through processing times
 - "A palace without a pit is a recipe for disaster"
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OVERCOMING ENTREPRENEUR BURNOUT

Kat Ponds

DEFINING ENTREPRENEUR BURNOUT

- A state of mental, physical, emotional, and spiritual exhaustion from prolonged stress of running a business
- Characterized by feelings of overwhelm, detachment, and decreased motivation
- Statistics:
 - 31% of women entrepreneurs experience burnout
 - 41% struggle with imposter syndrome
 - 44% report financial worries
 - 71% indicate lack of support systems

SIGNS OF BURNOUT

- Persistent exhaustion with no resolve after rest
- Emotional detachment from business, clients, and loved ones
- Decreased productivity despite long hours
- Mindless scrolling through social media
- Strained relationships
- Lack of creativity and passion
- Constant worry about business during off-hours
- Perfectionism and analysis paralysis
- Diminished self-care practices
- Decline in boundaries between work and personal life
- Physical symptoms (headaches, digestive issues, frequent illness)
- Decision fatigue

- Neglecting personal needs (nutrition, exercise, sleep)

THE ULTIMATE SOURCE FOR OVERCOMING BURNOUT

- Everything is found in God's presence
- Psalm 16:11 (KJV): "Thou wilt show me the path of life: in thy presence is fullness of joy; at thy right hand there are pleasures forevermore"
- Ways to connect with God's presence:
 - Prayer
 - Worship and praise
 - Bible study and reading
 - Communion
 - Fasting and prayer
 - Standing on prophetic words

BENEFITS OF BEING IN GOD'S PRESENCE

- Becoming plugged into the true source of power, resources, and wisdom
- Renewed mind and perspective through divine insight
- Receiving divine downloads
- Soul renewal (mind, will, emotions)
- Uprooting seeds of bitterness, disappointment, worry, doubt, comparison
- Growing more dependent on God rather than worldly values

HONORING YOUR TEMPLE TO BREAK THE BURNOUT CYCLE

- 1 Corinthians 6:19-20 (TPT): "Your body is the sacred temple of the Spirit of holiness"
- Three areas to focus on:
 - Soul care
 - Spirit care
 - Temple care

TEMPLE CARE STRATEGIES

1. Clean and Nutrient-Dense Foods

- Whole, minimally processed foods as close to natural as possible
- High in essential nutrients (vitamins, minerals, fiber, protein)

- Examples: fruits, vegetables, whole grains, nuts, legumes, lean meats
- Choose grass-fed meats and wild-caught fish when possible
- Food impacts mental and emotional health
- Sugar can lead to mood swings, depression, anxiety
- Use the Yuka app to scan products while shopping for healthier options

2. **Quality Sources of Supplements**

- Due to depleted soil, there are nutritional gaps in modern foods
- Quality supplements can help bridge these gaps

3. **Intentional Movement and Rest Rhythms**

- Honor the natural rhythms of your body
- Prevent physical depletion
- Maximize productivity through proper rest
- Take regular breaks to refresh your perspective

RECLAIMING YOUR TIME

1. **Meet with the CEO (God) Daily**

- Schedule daily business meetings with God
- Consistently plug into the true source

2. **Know Your Capacity**

- Assess what tasks you must do
- Identify what to eliminate
- Determine what can be delegated
- Focus limited energy on high-impact results

3. **Develop Systems with Automation**

- Track all your activities for a full week
- Identify patterns and group similar tasks
- Document your best processes (Standard Operating Instructions)
- Build templates for recurring deliverables and communications
- Select appropriate technological tools:
 - Scheduling tools (Calendly)
 - Email marketing platforms
 - AI assistance (Claude)

- Comprehensive business platforms (Behind The Brand Studio)
- Set up trigger responses
- Regularly audit your systems

FINAL THOUGHTS

- Reclaiming your time isn't just about working smarter—it's about creating space to flourish
- "You were created to flourish, and your business is an expression of how you do that"
- God didn't create your business for you to burn out, but to walk in your divine purpose
- Honor your temple, reclaim your time, and stay in His presence