

Strategic Planning Facilitator

with Aligned on Purpose



Now scheduling new clients!



Overview

During a half-day team workshop or a 1-on-1 work session, Karen will lead you through the process to write your 2023 Strategic Plan. Core elements of each plan include:

- Key Messaging
- Business Goals + Objectives
- An Audience Analysis
- Marketing Strategy + Work Flow
- Systems + Measurement

Karen Bailey

Karen Bailey is the founder of **Aligned on Purpose** and specializes in brand positioning, strategic planning and thought leadership programs for small and mid-sized companies. She has 20 years of experience leading award-winning corporate and agency public relations programs.