

***A Proven Process to Creating Your Ideal Business and Your Ultimate Quality of Life  
by Mike Hernacki***

What do CEOs, philanthropists and not-so-happily married couples have in common?

They all can use the same process to create important outcomes in their lives. Growing the value of your business, rolling out a new product line, partnering with charities, an improved relationship – all can be achieved by applying the same universally sound formula. It's called Macro Strategic Planning® and you can use it to create, not only your ideal business, but your ultimate quality of life as well.

***A System That Works***

Macro Strategic Planning® (MSP) is the brainchild of Bruce R. Wright, Chairman of The Wright Company of Simi Valley, California, and an internationally-recognized author, speaker and mentor who specializes in helping people achieve and enjoy the results in life and business they really want.

Wright describes MSP as “a systematic approach to discovering what is your greatest vision and articulating how passionate you are about it, followed up by the specific goals, strategies, tactics, tools, personnel and capitalization so your vision will be achieved.” He adds that it can be used by anyone who is seeking any outcome that is important to them.

Wright originated this system fifteen years ago while helping successful entrepreneurs develop exit strategies – for mergers, acquisitions and retirement. “I discovered they could not articulate what their ideal life would look like,” he recalls. “When I asked how they would spend their time, talent and resources once they left their company, all they could come up with was playing golf.”

Once he got them to admit there's more to life than golf, they began to think about what activities and relationships are most important to them – what is the highest, best use of their time, talent and resources. “I then saw a need for a systematic approach to turning what mattered most into reality,” Wright says.

***A Universally Sound Formula, Specifically Applied***

As evidence that anyone who is looking to achieve a meaningful and powerful outcome can use MSP, Wright tells the story of a client named Joe who was a top Fortune 500 executive. In addition to an effective, graceful exit strategy from work, Joe wanted to make a big difference through charitable giving. We helped Joe articulate his greatest vision, then broke it down into measurable goals and detailed action steps. We created timelines and written documents which kept everybody on time and within budget. The results: after implementation Joe is living his *Ideal Life and Perfect Calendar™*. Plus, he has intelligently directed over ten million dollars to charities which act as partners to fulfill his philanthropic vision.

What makes this system work, says Wright, is that everything is put into writing: your vision, your passion, your goals, all the necessary action steps and timelines. “When you do this, everything becomes accountable and measurable, so you can monitor and manage your progress.” Nothing is left to guesswork or chance. No important details are left out.

***How Do I Know If I Need This – And How Can I Get It?***

Whether you’re an aspiring philanthropist, a spouse, or a CEO selling a company, there’s a simple test to see if you’re a candidate for MSP. “If you want the most dynamic and meaningful outcomes,” Wright says, “This is a proven methodology for achieving them.”

“However,” Wright says, “in complex areas, you will need outside help. While many people claim to do MSP, not many possess the training and expertise needed to do it effectively. Before hiring someone to help you, ask to see the outcomes they’ve produced for other clients. If you want fabulous outcomes, you’ll need the most brilliant people. If your desired outcome is achieving your ideal business, dynamic philanthropy or your ultimate quality of life, the effort will be well worth it.”

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A former attorney, Mike Hernacki is a San Diego-based free-lance writer.

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