



# success check

"ELIMINATE DOUBTS, IDENTIFY GAPS, AND  
ENSURE YOUR STRATEGY IS BUILT TO  
SUCCEED."

# Strategy Success Check



## A Strategy Leader's Guide to Confidence and Results

Gain the clarity, confidence, and strategic insight needed to lead your organization to success in 2025.

As the year comes to a close, executives and marketing leaders are deep into budgeting, planning, and strategizing for 2025.

It's a **critical time** to develop a solid strategy that will drive growth, align teams, and ultimately deliver results.

But the stakes are high, and the pressure to succeed is even higher. This time of year is full of questions:

The  
pressure  
is on:  
  
Are you  
ready for  
2025?

- Is my strategy comprehensive?
- Does it cover everything we need?
- Will my team be able to execute?
- Is the year the strategy is going to work ?

You're not alone—many leaders struggle with these doubts, especially as they balance achieving company goals and managing personal expectations.

There's a constant weight of responsibility to ensure that this strategy won't just sit on a shelf but will drive real outcomes.

This is where Success Check comes in—to give you the confidence, clarity, and validation that your strategy is built to achieve the results you need in 2025.



# 61%

**of senior executives admit their organizations struggle to bridge the gap between strategy development and execution**

*Source: Project Management Institute*



## REASONS WHY STRATEGIES FAIL

Creating a solid strategy is only half the battle—getting it to work in the real world is where most plans fall apart.

Most strategies fail not because they lack vision, but because they fall apart during execution. In fact, 70% of strategic initiatives fail to achieve their intended results due to poor implementation, misalignment, or a lack of follow-through from leadership.

One of the most common pitfalls is a breakdown between strategy formulation and day-to-day execution. Research from the Project Management Institute shows that 61% of senior executives struggle to bridge this gap, often because strategies lack clear, actionable steps or accountability mechanisms.

Another critical factor is a failure to engage and align teams. Studies show that only 40% of employees feel their managers fully understand the organization's strategy, which means that the people responsible for executing it don't have a clear understanding of what success looks like.

Without proper communication, even the best strategy can end up being misinterpreted, leading to confusion, inefficiency, and ultimately, poor results. This is why ongoing validation, clear metrics, and alignment are key components to turning a strategy into real-world outcomes.

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# 70%

of strategic plans fail due to  
poor execution

*Source: Harvard Business Review*

# Strategy Success Check

## KEY BENEFITS

Clarity, Confidence. ROI.

The Success Check is designed to give executives and marketing leaders confidence, clarity, and a clear path forward. By focusing on validating your current strategy and identifying gaps, this program provides peace of mind and actionable insights to ensure your plan is built to deliver results.

Below are the key benefits that leaders gain from the Success Check, setting the foundation for a successful and aligned 2025.

### Clarity

*Gain a clear understanding of where your strategy stands and how well it aligns with your goals, mission, and vision. This clarity ensures your internal and external team members know their role in achieving success.*

### Confidence

*Be confident your strategy is comprehensive and ready for execution, with no overlooked gaps or hidden risks. This confidence allows you to lead decisively, knowing your plan is built to deliver the results you expect.*

### ROI

*Maximize your return on investment by ensuring your strategy is built to perform and deliver real results. A validated, well-executed strategy saves time, resources, and effort—leading to a higher ROI and a successful 2025.*

### Actionable insights

*Specific recommendations you can implement right now to strengthen your strategy and improve execution. These insights are tailored to your organization, helping you move forward with quick, targeted actions to drive impact.*

# Strategy Success Check

## WHAT TO EXPECT

Use this checklist to see if your strategy includes the critical components needed to succeed.

The Success Check is a structured, 2-3 hour session designed to help executives and marketing leaders validate and optimize their current strategies.

This process is about giving you confidence and clarity in your 2025 strategy— not just providing feedback, but ensuring your plan is comprehensive, aligned, and ready to deliver the results you need.

### 1. Pre-Session Preparation

Before the session, we'll send a pre-meeting checklist and a secure link to upload key materials, such as your mission, vision, strategy documents, and team structure.

This ensures our session is focused and tailored to your needs. It also gives our team time to completely familiarize ourselves with your materials.

### 2. Discovery & Strategy Review

We begin by discussing your main concerns and goals for 2025, then dive into a review of your strategy's alignment with your mission, vision, and goals.

We also look at key areas like **lead generation, sales funnel, and audience engagement** to identify any critical gaps.

# Strategy Success Check

## WHAT TO EXPECT

Use this checklist to see if your strategy includes the critical components needed to succeed.

### 3. Alignment & Execution Analysis

We'll assess how well your internal teams and external partners are set up to execute your plan, ensuring internal and external team members can be aligned with your strategy and ready to deliver results.

### 4. Insights & Recommendations

We'll provide specific, actionable insights that highlight strengths, address gaps, and provide immediate next steps to enhance your strategy.

### 5. Post-Session Follow-Up

You'll get a written summary of the session's key takeaways and our recommendations to guide you forward.

#### Outcomes

The Success Check delivers three key outcomes: **Clarity**, **Confidence**, and **Actionable Insights**.

You'll gain a clear understanding of your strategy's strengths and areas for improvement, feel confident that your plan is fully aligned and built for execution, and receive specific recommendations you can implement right away to drive results in 2025.



# 85%

of leadership teams spend less than one hour per month on reviewing and refining their strategy

*Source: ArchPoint Consulting*



# Strategy Success Check

## NEXT STEPS

Clarity, Confidence. ROI.

If you've been feeling uncertain about whether your 2025 strategy is ready to deliver, or if you're looking for confidence that your teams are fully aligned for success, the Success Check can give you that confidence.

Our focused, no-pressure session will help validate your plan, give you actionable insights, and ensure you're set up to achieve your goals.

### Ready To Get Started?

If you're ready to take the next step and get started:

- Scan the QR Code
- [Click Here to visit our Success Check page](#) and schedule your session



### Need More Time?

If you'd like to keep learning and exploring:

- Follow on [LinkedIn](#) for insights and strategies to help refine your plans
- [Sign up](#) for our newsletter to stay informed with tips and proven strategies for marketing leaders.

# Strategy Success Check

## RESOURCE: STRATEGY CHECKLIST

Use this quick checklist to see if your strategy includes the critical components required for success.

Finding gaps in your strategy can derail your entire plan, leading to missed opportunities, wasted resources, and results that fall far short of expectations.

If you find gaps, our Success Check can validate and optimize your plan and help you fill the gaps that can sabotage your strategy.

- **Mission, Vision, and Values Alignment**
  - *Is every part of your strategy aligned with your organization's core mission and vision?*
- **Target Audience Analysis**
  - *Have you clearly defined your target audiences and segmented them effectively?*
- **Lead Generation & Acquisition**
  - *Are your lead generation tactics set up to reach the right people?*
- **Conversion Funnel Optimization**
  - *Does your strategy address each stage of the conversion funnel?*
- **Sales Process & Team Alignment**
  - *Is your sales process built to support your strategy, and are teams aligned?*
- **Engagement & Retention Strategies**
  - *Do you have a plan to keep your audience engaged and retain loyal customers?*
- **Brand Consistency**
  - *Is your messaging and brand voice consistent across all channels?*
- **Measurable Success Metrics**
  - *Have you defined KPIs to track and measure success?*

## ABOUT EYEBRAND

Empowering Leaders

At eyeBrand, we specialize in creating strategies that drive real results for leaders and organizations. With decades of experience working with Fortune 500 companies and emerging businesses, we've seen firsthand how the right strategy can transform an organization—and how the wrong one can hold it back. Our focus goes beyond creating a plan; we ensure complete alignment across all teams and resources, building a foundation that drives your business forward.

Our approach is rooted in delivering **Clarity, Confidence, and ROI**.

We work closely with executives to bring clarity to complex strategies, instill confidence that every part of the plan is optimized and actionable, and deliver measurable ROI by ensuring the strategy is designed for real-world execution.

Whether through consulting, or joining the team, we partner with leaders to ensure their vision is fully realized and their strategy is set up to succeed.



Steve Muscato  
Founder, eyeBrand



### Fractional Partnerships

Clients hire fractional executives to get faster and better results without the risk and investment associated with hiring and training an employee. They also expect a return on their investment.

Beyond the strategy, leadership, and confidence we provide, clients also benefit from our network of other fractionals we can engage to help them achieve their goals.

