

# Anatomy of a Plan

FleishmanHillard Sacramento

**"This is the training I wish someone had given me — and the one that experience has."**

— John Armato,  
Sr. Partner & Creative Strategist  
FleishmanHillard Sacramento

## AN ESSENTIAL TRAINING ABOUT GOALS, OBJECTIVES, STRATEGIES AND TACTICS

In 1996, new to FleishmanHillard, and nearly a decade into his career, John Armato realized that if someone asked him to, he wouldn't be able to look them in the eye and provide an unhesitating definition of "goal," "objective," "strategy," and "tactic." (Can you?)

Five years later he was asked to develop a professional development presentation for his colleagues. So he wrote down everything he'd been observing and learning from others about those four concepts. Now, more than a decade later, John has presented "Anatomy of a Plan" across the country and internationally for countless colleagues and clients and they have called it *"... the single best presentation on plan writing that I've seen in my career"* and *"... far and away the clearest, most valuable training on strategic plan development that I had ever attended."*

Designed for PR, marketing and communications staff members; brand managers; and anyone involved in strategic planning, "Anatomy of a Plan" offers something for both younger staff and communications veterans. "Anatomy of a Plan" ends unnecessary confusion and replaces it with practical insights. It helps people write strategic plans that colleagues will actually understand, bosses will actually read, and clients — whether internal or external — will actually buy.



## PAST ATTENDEES SAY

*"Too many senior folks just can't articulate the difference between goals, objectives, strategies and tactics."*

*"Your presentation was exceptional in its clarity."*

*"A big, big thank you! It was absolutely great ... very useful, simple, logical and presented in a great style!"*

*"Very clear and refreshing."*

*"The confusion that most people have about what a goal is vs. a strategy vs. an objective has always made me crazy, and your descriptions were as eloquent and clear as I've heard."*

*"You have given great clarity to what is the most complex aspect of our job."*

*"Massively helpful ... more helpful than at least a semester worth of classes."*

"Anatomy of a Plan" is a focused and concise training presentation suitable for staff retreats, brown bag sessions, and professional development series. With Q&A it fits comfortably into a 60- to 90-minute time slot. Each participant will leave with an at-a-glance mini-poster of the session's key concepts. The session covers:

- What is a strategic plan?
- Adopting a plan-writing frame of mind
- Delivering a Point of View
- Mastering the essentials: Goals, Objectives, Strategies, and Tactics
- Tips and tricks learned in the trenches
- Understanding the "Russian Nesting Doll" context of plans
- Testing for Line-of-Sight
- Putting it all together

John Armato is known as a creative thinker, passionate presenter, and insightful facilitator. His clients number more than 150, ranging from the University of Oregon to the country of Egypt, and include P&G, Genentech, the United States Interagency Council on Homelessness, Subway, and H&R Block. He was part of the Kansas City office's award-winning Hallmark team for a decade, leading it for three years before moving to New York for a four-year stint.

Currently based in Sacramento, John is a popular speaker, trainer and facilitator and has shared his insights with entrepreneurs, nonprofit leaders, association members and corporate executives, earning a reputation as "one of the most accomplished presenters in his field."

### FOR MORE INFORMATION:

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