



Enhancing Small Business Strategy with AI Technology

Designed and Executed Using the Cascade Framework



Moving Forward Small Business

About Jimmy Newson

Founder: Jimmy Newson Consulting | Moving Forward Small Business.

Senior Advisor | New York Marketing Association

Jimmy Newson is the founder of Moving Forward Small Business, a membership-based digital publishing company on a mission to save a million small businesses from failure by 2050, leveraging technology, innovation, and business strategy. He is also the senior advisor for the New York Marketing Association. He presents workshops and trainings regularly with the NY Public Library, SCORE, Digital Marketing World Forum, DC Start-Up Week, and multiple international SaaS companies.



Moving Forward Small Business (MFSB): Empowering Entrepreneurs

Community-Based Membership

Dedicated to supporting small business owners, entrepreneurs, business professionals, and startups.

Resources & Networking

Events, expert content, on-demand training, community, and networking opportunities provided.

Strategy & Innovation

Leverages strategy, technology, and innovation to increase success rates.

Empowerment for Growth

Actionable resources and a holistic approach to empower members for long-term growth.



Introduction

Objective

To provide actionable strategies for businesses to leverage AI tools effectively.

Strategy Creation

AI can assist in analyzing market data and generating initial strategic frameworks, helping you develop a comprehensive business strategy.

Strategy Implementation

AI tools can streamline execution by automating tasks, monitoring progress, and providing real-time insights for better decision-making.

Agenda

1 Overview of the Cascade Framework

3 Top Focus Areas for Product-Based Businesses

5 Recommended Tools: Cascade, Anyword, Notion, Gemini

7 Measuring Success

2 Top Focus Areas for Service-Based Businesses

4 Leveraging AI to Create Your Strategy Draft

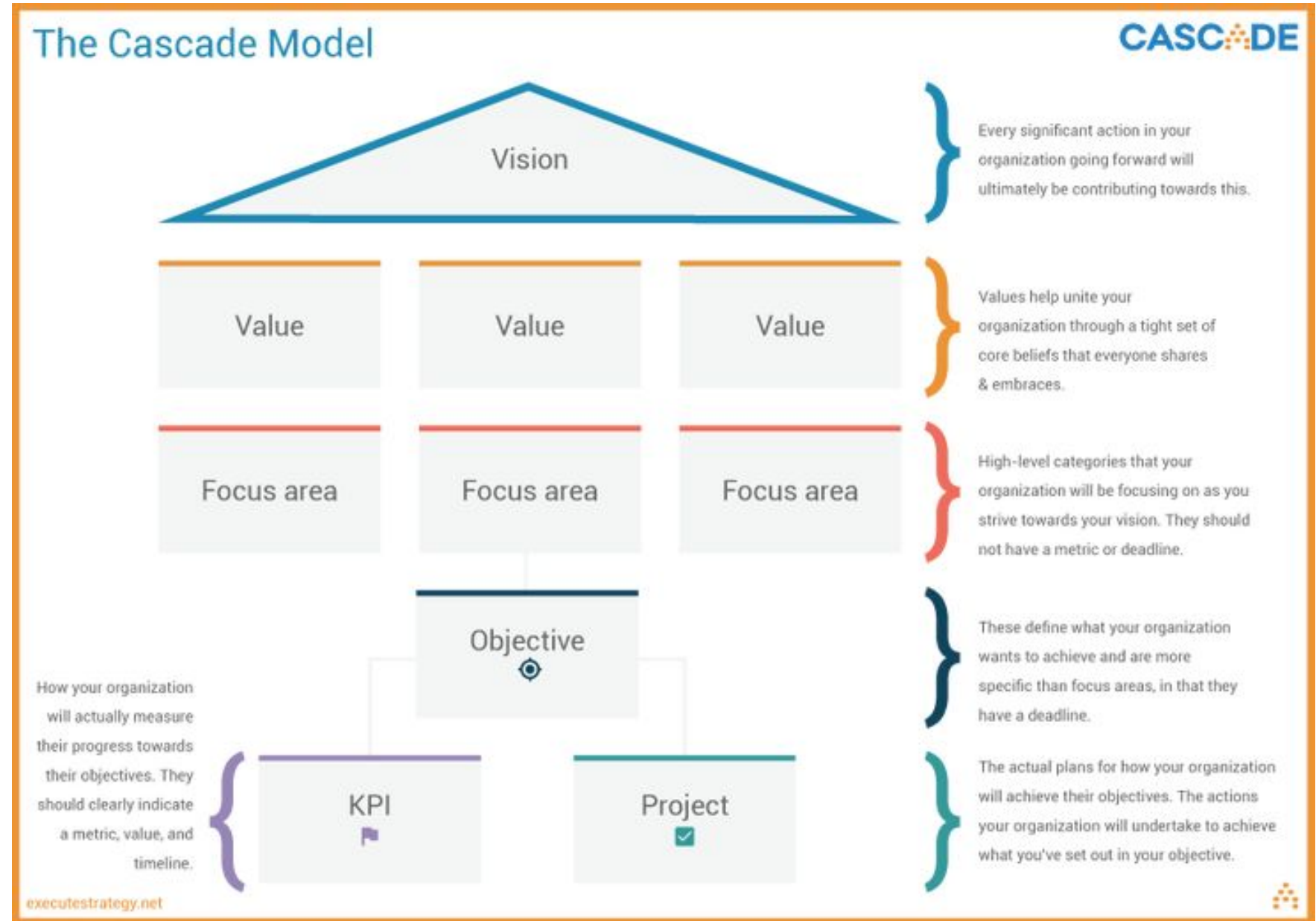
6 Implementing the Strategy

8 Continuous Improvements

Understanding the Cascade Strategy Model

Model Overview

The Cascade Strategy Model helps you create and execute effective strategies by breaking down objectives into smaller, more manageable steps.





Top Focus Areas for Service-Based Businesses



1

Enhance Customer Experience

Strive to provide exceptional service and a welcoming atmosphere to keep customers returning and recommending your bakery to others.



2

Increase Brand Awareness

Use social media, local events, and collaborations to make more people aware of your bakery and its unique offerings.



3

Optimize Operational Efficiency

Streamline processes in production and sales to reduce costs and improve service delivery times.



4

Expand Product Offerings

Introduce new baked goods or services that cater to current market trends and customer preferences to attract a broader audience.



Top Focus Areas for Product-Based Businesses

Enhance Product Quality and Consistency

Ensure that every baked good meets high standards in taste and presentation. This could involve investing in better ingredients, refining recipes, or training staff to maintain uniformity across all products.

Expand Product Range

Introduce new and seasonal offerings to attract different customer segments and keep the menu fresh. Consider adding gluten-free, vegan, or other dietary options to cater to a broader audience.

Increase Market Reach

Focus on reaching more customers by expanding delivery options, participating in local markets, or opening additional locations. Strengthening your online presence through social media and a user-friendly website can also help attract more patrons.

Boost Customer Engagement and Loyalty

Create loyalty programs or special promotions to encourage repeat visits. Engage with customers through social media, newsletters, or community events to build a strong, loyal customer base.



Recommended Tools

The following AI tools are recommended for enhancing your business strategy.

Recommended Tools

Cascade

Helps in strategy alignment and execution. Provides a visual framework for tracking progress.

Anyword

AI-driven copywriting tool. Enhances marketing content and communication.

Notion

All-in-one workspace for notes, tasks, and projects.
Facilitates team collaboration and knowledge sharing.

Gemini

AI platform for data analysis. Offers insights to drive business decisions.

Leverage AI to Create Your Initial Business Strategy Draft

- 1 Define your overall strategy objective.
- 2 Nail down your top 3 Focus Areas.
- 3 Confirm Your Target Audience, Niche or Company.
- 4 Leverage Our AI Prompt. Modify as Needed.
- 5 Generate multiple versions and finalize.

AI Prompt to Create Your Strategy Draft

Based on the Cascade strategy model, please create a model for **[strategy topic]** for **[my industry/niche]** looking for **[focus area 1]**, **[focus area 2]**, and **[focus area 3]**.

Cascade strategy model

- Focus Areas (3)
- Objects (3 per focus area)
- Projects (3 per Objective)
- KPIs (2 for each Project Project)

Example: Based on the Cascade strategy model, please create a model for our **membership drive strategy plan** with our three focus areas being **podcast guesting** for exposure, **public speaking** for authority building, and **membership growth** to grow our member base for Moving Forward Small Business at refer to this link: <https://www.movingforwardsmallbusiness.com/membership-levels/>.



Most popular



Content Improver



Writing Prompt



Social



Ads



Email



Website



Campaigns



Saved



All

Writing Prompt

English (US)

Prompt

Tell us what to write

Technology Due Diligence M+A

PC.io Prompt 2

PC.io Prompt 1

More

Tone of voice

Neutral

Talking points (optional)

0/3

Target audience



Broad Audience



Add

1

Generate

B I U S | H1 H2 H3 | List | Link | Quote | Bulleted List | Numbered List | Undo | Redo

7952 characters 1161 words

Share

List

Document

Moving Forward Small Business Membership Drive Strategy Plan

Focus Area 1: Podcast Guesting for Exposure

Objective 1: Identify Relevant Podcasts

Project 1: Research Industry Podcasts

- **KPI 1:** List 50 potential podcasts in our niche
- **KPI 2:** Evaluate podcast audiences to align with our target market

Project 2: Develop Podcast Pitch Materials

- **KPI 1:** Create a podcast pitch template
- **KPI 2:** Compile a library of success stories and testimonials

Project 3: Establish Contact and Secure Guest Spots

- **KPI 1:** Reach out to at least 30 podcasts (1 per week - 4 per month - 40 per year)
- **KPI 2:** Confirm guest appearances on a minimum of 4 podcasts per month
- F

Objective 2: Enhance Podcast Engagement

Project 1: Promote Appearances on Social Media

- **KPI 1:** Develop a social media calendar for each appearance
- **KPI 2:** Generate at least 100 interactions per appearance

Project 2: Create Follow-Up Content

- **KPI 1:** Produce a blog post related to each podcast topic
- **KPI 2:** Achieve a 20% increase in website traffic from these posts

Project 3: Gather and Analyze Feedback

- **KPI 1:** Collect listener feedback from 50% of appearances
- **KPI 2:** Implement changes based on feedback for future improvements

Objective 3: Leverage Podcast Exposure for Membership Growth

Project 1: Develop a Unique Membership Offer for Podcast Listeners



Owners and collaborators

Assigned team 👤 Leadership

Planner Timeline

Hide completed ↕ + Add 📅 Date filter
No date range applied ⌵

🎯 ^ Podcast Guesting 🕒 Current ➔ On Track ⋮



🎯 ∨ Identify Relevant Podcasts Jan 22, 2025 - Dec 31, 2025 0% ➔ On Track ⋮


🎯 ∨ Enhance Podcast Engagement Jan 22, 2025 - Dec 31, 2025 0% ➔ On Track ⋮

🎯 ∨ Leverage Podcast Exposure for Membership Growth Jan 22, 2025 - Dec 31, 2025 ⚠️ Add tracking or weighting to success criteria ⋮

🎯 ∨ Public Speaking 🕒 Current ⋮

🎯 ∨ Membership Growth 🕒 Current ⋮





🎯 ∨ Strategic Partnership Program 🕒 Current ⋮

- Moving For... 
- Search
- Notion AI**
- Home
- Inbox
- Favorites
- AI Strategy Action Bluepri...
 - Strategic Plan for Moving ...
 - Annual Small Business Str...
 - January 2025 Framework ...
 - AI SEO Strategy Agent Wo...
 - AI Use Analysis Form
 - Business Strategy and Dig...
 - Monthly Reflection Templ...
- No pages inside
- Shared
- Workbook: Community Gr...
- Private
- Notion's Annual Planning ...
 - Notion Original Presets
 - Jimmy Newson - Brand
 - Jimmy Newson Consulting
 - Moving Forward Small Bu...
 - Impact Us All - Business P...
 - StrategySpark
 - Strategic Partnerships
 - Government - Active
- Invite members





Hi Jimmy Newson! How can I help you today?




Suggested

-  New Year's resolution
-  Ask a question
-  Draft anything
-  Brainstorm ideas



Think, ask, chat

-  Summarize
-  Get help with code





Draft

-  Draft an outline
-  Draft an email
-  Draft a meeting agenda

Write

-  Make a table
-  Make a flowchart

More

-  What can Notion AI do?
-  Get Notion support
-  Browse templates
-  Import

Ask anything or select...

All   



Notion AI



+ New chat

▼ Show more

Gems

📄 Copy creator

💡 Brainstormer

📁 Career guide

^ Show less

<> Coding partner

👤 Hiring consultant

👤 Learning coach

👤 Outreach specialist

👤 Sales pitch ideator

👤 Sentiment analyzer

👤 Writing editor

👤 Gem manager

📄 Templates

👤 Help

🕒 Activity

⚙️ Settings

● New York, USA
[From your IP address](#) • [Update location](#)



Hiring consultant

Simplify your hiring process with help writing targeted job descriptions, interview questions, and candidate emails.

Let's create a new job description.

Help me write a hiring process update.

Write requirements based on job descriptions for similar positions.

What are some good interview questions?



+ Enter a prompt for Gemini



Custom instructions have been applied. Responses may display inaccurate info, including about people, so double-check them. Your chats aren't used to train our models.



Pls Continue

Implementing the Strategy

1

Define Goals

Define clear focus areas/goals and objectives.

2

Select Tools

Select the right tools based on business needs.

3

Train Teams

Train teams to leverage AI tools effectively.

4

Monitor & Adjust

Monitor and adjust strategies based on performance data.

Measuring Success

Key Metrics:



Customer Satisfaction

Customer satisfaction and feedback



Financial Growth

Revenue growth and cost reduction



Operational Efficiency

Operational efficiency improvements



Continuous Improvement

1

Regularly review and update strategies.

2

Incorporate feedback for ongoing refinement.



Conclusion

Summary:

Cascade Framework

The Cascade Framework ensures structured and aligned implementation

Tool Utilization

Use recommended tools to enhance strategy execution

AI Transformation

AI can transform both service and product-based businesses





Next Steps

OUR ONLINE GLOBAL COMMUNITY

The screenshot displays a community platform interface. At the top, there is a search bar and navigation icons. The main content area is titled "All Frameworks & Bonuses" and features a grid of nine training modules. Each module includes a blue header with a video player icon, a title, and a "GET STARTED" button. The modules are arranged in a 3x3 grid. The left sidebar contains a navigation menu with various categories and a "Go live" button. The bottom of the page indicates it is powered by Circle.

Month	Topic	Engagement
May 2023	Training on Creating Your High-Converting Lead Magnet	0 likes, 0 comments
June 2023	Dream Big - Vision, Mission, and Values Plan	0 likes, 0 comments
July 2023	Crafting Lucrative Partnerships with For-Profit, Nonprofit, and Government Organizations	0 likes, 0 comments
August 2023	Time Management Strategies, Which Include Time Blocking, Timeboxing and Task Hoarding	0 likes, 0 comments
September 2023	Email Nurture Sequence AI Prompts	0 likes, 0 comments
October 2023	Your Five Types of Competitors	0 likes, 0 comments
November 2023	Developing Your Business Strategy using Cascade	0 likes, 0 comments
December 2023	Defining Your Target Audience	0 likes, 0 comments
January 2024	Organic and Local SEO Strategies	2 likes, 0 comments

The Strategy Alignment and Execution Membership

Key Benefits:

1. 160 hours of on-demand training
2. Access to valuable business growth strategies.
3. Personalized guidance for strategic task prioritization.
4. Effective methods to expand audience reach.
5. Proactive support from talented professional network.
6. and more...

Enhancing Small Business Strategy with AI Technology - Resource Page

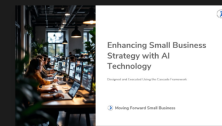
Designed and Executed Using the Cascade Framework

[JOIN ONLINE COMMUNITY](#) [CHAT WITH JIMMY](#)

Enhancing Small Business Strategy with AI Technology Resources
Get access to Lifetime membership access for \$499 before the price rises in February.

Resources and Tools

Download Presentation Slide Deck



Become a Lifetime Member



Use Code "ANNUAL2025" to get 15% before January 15, at 11:59 pm EST.

Notion Templates

Annual Planning Template



Monthly Reflection Template



Strategic Objectives Template



The Strategy Alignment and Execution Membership

Is Broken Down Into A 4-Part Framework To Help You Succeed

1: MONTHLY ACTION PLAN

At the beginning of the month, we release a strategic action plan around a topic that should be relevant to the entire member base in the form of text, which can include templates, PDFs, workbooks, and/or additional video training that covers the topic for that month in a way that is easily digestible and equips you to take immediate action.

You'll Walk Away With:

- A monthly action plan in the form of text, PDFs, templates, and/or video training.
- ONE strategy to help you scale your business.
- A clear direction on how to implement it.

2: LIVE TRAINING CALL

Days later, we hop on a live training call where I (and/or a guest expert) walkthrough and teach you everything you need to know about the month's action plan, so you have a deeper understanding of the content and a clear picture for how you're going to crush it. You will have the opportunity to ask any questions.

You'll Walk Away With:

- An opportunity to ask any questions about the monthly action plan.
- A clear picture of how to implement that action plan into your business.

3: IMPLEMENTATION WEEK (5-DAYS)

This part of the framework is what really sets us apart. We spend five days together. Think of it as a monthly challenge where we break down the tasks from the monthly action plan and drip-feed them to the community - so we can "get to work" together! This dedicated time to take action is a game-changer for the people in our community.

You'll Walk Away With:

- A monthly challenge that breaks down our action plan each month.
- Drip-fed steps so we get to work together.
- A dedicated time for simply taking action!

4: COFFEE, COACHING & CONVO CALL

Once we have spent the month implementing the action plan, questions usually arise as things start happening because of your actions. This is where our end of the month Coaching, Coffee, and Conversation Chat comes in handy! During this live call, you can join live or submit your questions in advance for me to answer. I show up (with coffee in hand) to offer support and answer all your questions.

You'll Walk Away With:

- Questions answered and direct support from us and the community members live on the call.

Recommended Tools

Check Out Cascade



Check Out Anyword



Notion



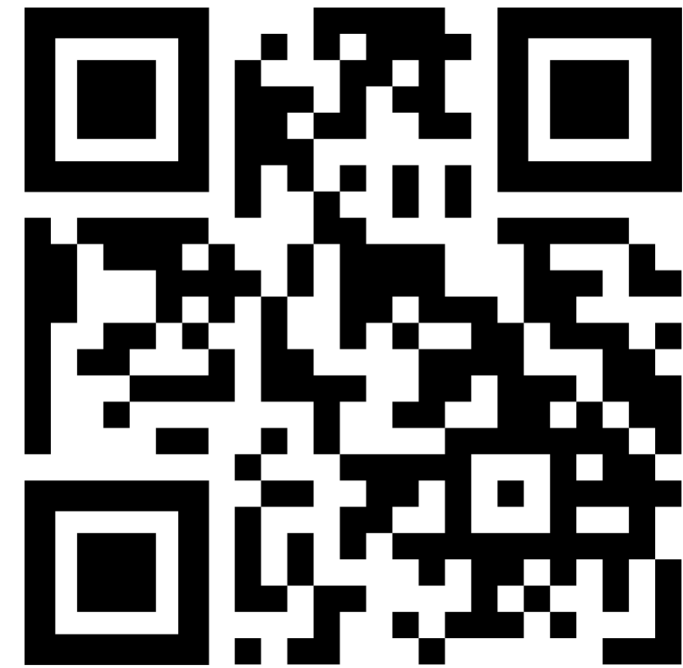
Gemini Advanced



Connect with Jimmy Newson



Presentation Resources



<https://www.movingforwardsmallbusiness.com/small-business-strategy-with-ai-technology-resources/>

Book a Call with Jimmy Newson



Free 30-Minute Consultation

15% Discount on any Services (Book Before End of February 14, 2025)

Join the MFSB Community



Lifetime Membership Available: Gumroad

<https://movingforwardsb.gumroad.com/l/zkbvfo>



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WWW.MOVINGFORWARDSMALLBUSINESS.COM
GROW YOUR BUSINESS WHILE MAKING AN IMPACT
SOLVE PROBLEMS & CHANGE THE WORLD
Connect • Learn • Impact • Grow

edit preview

Jimmy Newson - Impact Influencer
Founder | CEO
| Moving Forward Small Business
| New York

Entrepreneur Business Influencer business strategy

Edit Profile

Use code PB2024 for 30%-50% off lifetime member:
movingforwardsmallbusiness.com/power-breakfast-digit

MFSB Membership
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