



THE ALTERNATIVE BOARD

**THE ALTERNATIVE
BOARD MEMBER
CASE STUDY:
Brian Alford**

BLUEPRINT
Building stronger
businesses with
vision and purpose.

POWERED BY



**The Alternative Board's Blueprint
Transforms Strategy and Momentum
Into Success**

BRIAN ALFORD, CEO & CHAIRMAN OF GRADY MANAGEMENT,

leverages The Alternative Board's Blueprint to hone and execute his company's strategic planning. The framework helps him clarify priorities, translate big goals into real action, and build a culture of accountability. The Blueprint brings structure to ambition, helping leaders focus, follow through, and build real momentum.

Just a few short years ago, Brian Alford's business was overcoming pandemic challenges. Like many business owners at the time, he had more questions than answers about how to move forward. "I knew the things that we wanted to get accomplished," Brian said, "but we didn't have a laid out plan." That all changed when Brian joined The Alternative Board in 2022 and began implementing Blueprint, powered by AI.

The Alternative Board's Blueprint is a leading strategic planning and process tool that empowers business owners to replace reactive decision making with a structured system to identify and achieve goals.

"Right away, Blueprint really helped me narrow down not only our global goals, but specifically the steps it was going to take to get us there," Brian said.

Brian recognised that he struggled with accountability, possessing a natural inclination to take it all on himself. He admitted, "The first year I created a plan in Blueprint, it was probably just my name listed on all of the tasks and accountabilities. The next year, I got our Director and Senior Manager to help me build the plan and take on some accountability. This past year, I broke it down by different divisions. HR has goals, accounting has goals, IT has goals, the marketing department has goals, operations has goals. Everybody is accountable for those pieces," he said.

Brian said that Blueprint brought his vision to life. "Without it, our plan would have just been in my head and nobody else's."

Brian likes the granularity of Blueprint. "We are able to set very specific dates of when we want to accomplish a particular goal. This allows me to track whether we are on course to achieve that goal or identify the adjustments we need to make if things get off course. And I can do all that by just pulling it up on my iPad or my desktop."

Communication,
review, accountability,
planning team

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Brian said Blueprint has also improved how his teams work together. Before, departments tended to operate in isolation. Now with Blueprint, he likens his business to an orchestra. "We kind of had all these instruments playing on their own. Now we are all working together on the same tune and playing in harmony with each other."

Brian said that the shift from being a *business owner* carrying the entire weight of strategy alone to becoming a *business leader* coordinating the execution is profound. And that transformation doesn't stop with the business.

"While I don't share them with the team, I also set personal goals for myself in Blueprint. Whether it's health, physical or mental, I can set those goals as well and hold myself accountable," he said. "We focus a lot on the professional and the business side of things, but Blueprint has helped me tremendously with my personal focus."

This ability to balance the personal and professional aspects of leadership is another key reason why Blueprint has become an indispensable strategic platform for Brian and his business.

"Blueprint has helped me with my confidence as a business leader, our ability as a team to set goals, and then of course ensuring we are achieving those goals together," he said. "If we hadn't implemented Blueprint, I wouldn't have created a strategic plan for the business or stuck to continuing to strive toward those goals."

For Brian, Blueprint isn't just a strategic planning tool, it's a new way of thinking. He no longer just reacts to challenges; he confidently steers his business forward. While objectives may shift over time, Brian now has the structure to succeed with intention. "We're making progress. We've got goals. We've got direction. That's been the biggest benefit," he said.

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VISION
Personal
and

SWOT
Analysis
Strengths
Weaknesses

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