

blueprintIQ

ONE SOLUTION, ENDLESS POSSIBILITIES

THE BUSINESS GROWTH CHALLENGE

Build Smarter. Scale Faster.

Unlock Your Next Level
of Success.



DEFINE YOUR VISION

Clarify your goals and create a roadmap for sustainable growth.



OPTIMIZE OPERATIONS

Streamline processes, leverage technology, and maximize efficiency.



EMPOWER YOUR TEAM

Build a culture of accountability, innovation, and continuous learning.



ACHIEVE BREAKTHROUGH RESULTS

Overcome challenges, seize opportunities, and drive lasting impact.

ONE SOLUTION, ENDLESS POSSIBILITIES

WELCOME TO YOUR BLUEPRINTIQ ACTIVITY BOOK!

Running a business isn't easy. We understand the unique challenges you face. Whether you're managing growth, evaluating new technology, streamlining operations, or planning your next major move, every decision you make truly matters.

This activity book is designed to help you think differently about common business hurdles. We've compiled practical ideas, creative prompts, and engaging activities to introduce you to fresh perspectives and new strategies for improving efficiency, productivity, and growth within your organization.

As you explore and complete these activities, you'll uncover valuable insights and actionable steps related to essential business areas, including:



BUSINESS STRATEGY: Defining your vision and map to success.



OPERATIONS: Improving workflows and maximizing resources.



TECHNOLOGY: Leveraging digital tools for a competitive edge.



AI: Understanding and implementing intelligent automation.



MARKETING: Reaching and engaging your target audience effectively.



CUSTOMER EXPERIENCE: Building loyalty through exceptional service.



CYBERSECURITY: Protecting your business, data, and reputation.



GROWTH PLANNING: Mapping your trajectory for future expansion.

We encourage you to dive in, challenge your assumptions, and discover new pathways to elevate your business. Enjoy the journey!

“

**CLARITY
CREATES DIRECTION.**

**STRATEGY
DRIVES GROWTH.**

**EXECUTION
BUILDS LEGACY.**

LET'S BUILD WHAT'S NEXT.



Sincerely,

Matthew B. Simmons
Chief Executive Officer



CLARITY



ALIGNMENT



EXECUTION



INNOVATION



www.bprintiq.com

YOUR BLUEPRINT FOR SUCCESS.

BlueprintIQ is a vendor-neutral business and technology consulting firm that helps entrepreneurs and growing organizations move from complexity to clarity with strategy, technology, and execution that drive measurable results.



PROUDLY SERVING
West Tennessee, North Mississippi,
West Arkansas & the Mid-South



STRATEGY
Clear direction for growth



TECHNOLOGY
Modern solutions that scale



SECURITY
Protect what matters most



INSIGHTS
Data-driven decisions



PARTNERSHIP
A trusted advisor at every step

COMPREHENSIVE SOLUTIONS. MEASURABLE RESULTS.

We integrate people, process, and technology to help your business work smarter.



BUSINESS STRATEGY & CONSULTING

From startup to scale, we help you build strong foundations, streamline operations, and plan for sustainable growth.



CLOUD & INFRASTRUCTURE MODERNIZATION

Leverage the power of the cloud to improve agility, reduce costs, and future-proof your business.



CYBERSECURITY & COMPLIANCE

Risk assessment, security architecture, and ongoing protection to keep your business secure and compliant.



UNIFIED COMMUNICATIONS & NETWORKING

Connect your team anywhere with reliable, secure communications and high-performing networks.



DATA, AI & AUTOMATION

Turn data into decisions and automate processes to increase efficiency and drive innovation.



TECHNOLOGY PROCUREMENT & ADVISORY

Vendor-neutral guidance and access to 400+ leading technology partners to get you the right solution at the right value.



MARKETING & BRAND SOLUTIONS

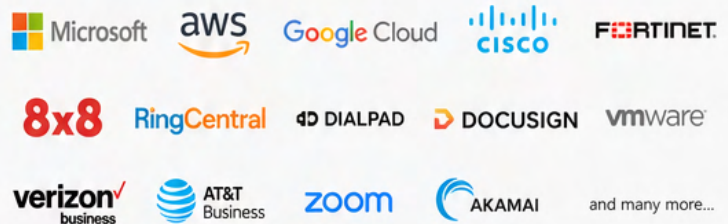
Build your brand, reach your audience, and grow your business with strategic marketing that delivers.

WHY WORK WITH BLUEPRINTIQ?

- ✓ **Vendor-Neutral:** We recommend what's best for you.
- ✓ **Outcome-Focused:** We design solutions that solve real business challenges.
- ✓ **Experienced:** Deep expertise across industries and technologies.
- ✓ **Local & Accessible:** We're here for you in the Mid-South and beyond.
- ✓ **Long-Term Partner:** Your success is our mission.

YOUR TRUSTED PARTNER.

400+ TOP TECHNOLOGY PARTNERS.



READY TO TURN COMPLEXITY INTO CLARITY?
Let's build your blueprint for a smarter, more profitable future.



(901) 286-1305
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VISIT US ONLINE
www.bprintiq.com



LOCAL ROOTS. REGIONAL REACH.

Offices in Alamo, Mooreville & Memphis, TN



SERVING BUSINESSES OF ALL SIZES

Startups, SMBs, Nonprofits & Mid-Market Organizations



ONE SOLUTION. ENDLESS POSSIBILITIES.

Strategy. Technology. Execution. Results.



FOCUSED ON WHAT MATTERS MOST.

Your growth. Your goals. Your success.

MARKETING MAD LABS



Create the most ridiculous marketing campaign ever!
Fill in the blanks using your imagination.



Instructions: Fill in each blank below to build your hilarious marketing campaign.
The wilder, the better!

Introducing _____, the world's first _____
(NOUN) (ADJECTIVE)
that _____ your _____ while you
(VERB) (NOUN)

(VERB ENDING IN -ING)!

Unlike other _____, ours is powered by _____
(PLURAL NOUN) (SILLY INGREDIENT)
and guaranteed to make you _____ in just _____
(ADJECTIVE) (NUMBER)

(UNIT OF TIME)!

Our product is perfect for _____ who want to _____
(TYPE OF PERSON) (VERB)
without ever _____!
(VERB ENDING IN -ING)

Use it anywhere—at school, at work, in your _____,
(WEIRD PLACE)
or even on _____!
(PLURAL NOUN)

Don't just take our word for it—_____ % of _____
(NUMBER) (CUSTOMERS / PEOPLE)
agree it's absolutely _____!
(ADJECTIVE)

So what are you waiting for? _____ today and
(ACTION VERB)
start living your _____ tomorrow!
(ADJECTIVE)

NEED SOME IDEA BOOSTERS?



SILLY INGREDIENTS

- Unicorn dust
- Moon rocks
- Spaghetti sauce
- Robot sparkles



WEIRD PLACES

- Inside a volcano
- On a flying pizza
- In your refrigerator
- Under the ocean



ACTION VERBS

- Supercharge
- Transform
- Launch
- Turbocharge



ADJECTIVES

- Amazing
- Outrageous
- Mind-blowing
- Ridiculous



GIVE YOUR CAMPAIGN A NAME!



GOOD MARKETING ISN'T LUCK—IT'S STRATEGY.



FIND THE HIDDEN COSTS

Every hidden inefficiency drains your time and money.

WHAT TO LOOK FOR

-  Duplicate software
-  Manual processes
-  Weak passwords
-  Outdated equipment
-  Poor communication



CHALLENGE: Circle all the things costing this business money.



HOW MANY DID YOU FIND?



DUPLICATE SOFTWARE



MANUAL PROCESSES



WEAK PASSWORDS



OUTDATED EQUIPMENT



POOR COMMUNICATION



Small leaks. Big impact.

Find them.
Fix them.
Save more.

TECHNOLOGY MAZE

Help the Data Reach Its Destination

Data moves through your business every day. But hidden obstacles slow it down and increase costs. Find the right path through the maze using smart strategy and the right solutions.



START

CUSTOMER REQUEST



A request comes in. Now the data needs to move through your business.



MAZE OBSTACLES



OUTDATED SYSTEMS

Slow, unreliable, and expensive to maintain.



SECURITY RISKS

Vulnerabilities that threaten your data.



DATA SILOS

Disconnected systems that block data flow.



MANUAL PROCESSES

Time-consuming tasks that create delays and errors.

SOLUTION PATHS



AUTOMATION

Streamline workflows and reduce manual work.



INTEGRATION

Connect systems and eliminate silos.



CLOUD

Enable secure, scalable access anywhere.



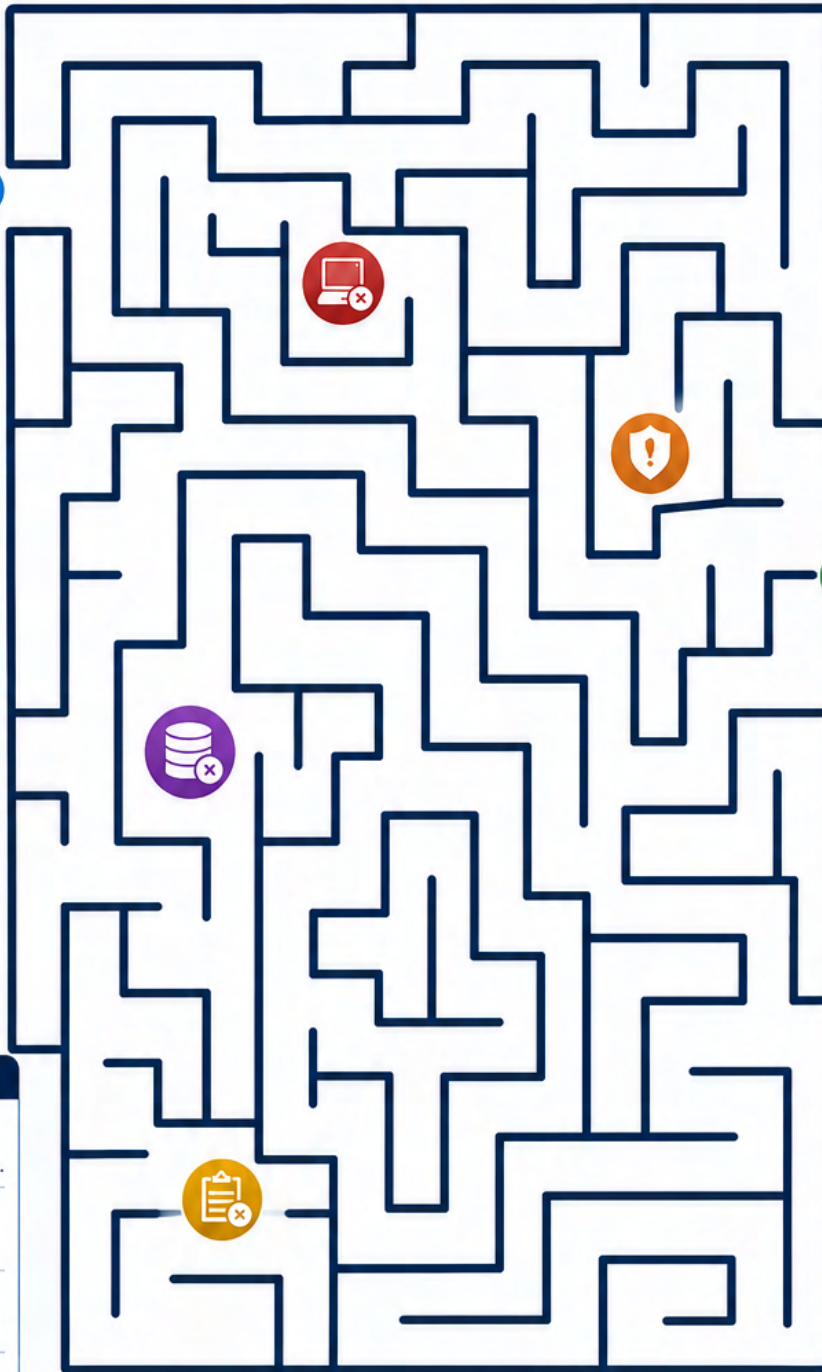
ANALYTICS

Turn data into insights and better decisions.



There is more than one right path.

Find your way using smart strategy and the right solutions.



END

SATISFIED CUSTOMER



The right path delivers accurate data, faster results, and happy customers.

THE RIGHT PATH LEADS TO:



Faster Delivery



Stronger Security



Lower Costs



Smarter Decisions



Happier Customers

HOW MANY DID YOU FIND?

Write the number you found for each category.



DUPLICATE SOFTWARE



MANUAL PROCESSES



WEAK PASSWORDS



OUTDATED EQUIPMENT



POOR COMMUNICATION

TOTAL FOUND

___ /5

BUSINESS HEALTH SCORECARD



ACTIVITY: SELF-ASSESSMENT

Rate yourself from 1–5



1

NEEDS WORK



2

FAIR



3

GOOD










4

VERY GOOD



5

EXCELLENT

QUESTION	SCORE (1–5)
 Do you have a documented business plan?	
 Are your processes documented?	
 Is your technology helping or hurting productivity?	
 Are you using AI today?	
 Do you have cybersecurity protections?	
 Do you know your customer acquisition cost?	
 Is your marketing producing measurable ROI?	

SCORING GUIDE

- 28 – 35** **EXCELLENT HEALTH**
You're building a strong, scalable business.
- 21 – 27** **GOOD HEALTH**
You're on the right track with room to grow.
- 14 – 20** **FAIR HEALTH**
There are gaps that could impact your results.
- 7 – 13** **NEEDS ATTENTION**
Address key areas to improve your foundation.

YOUR TOTAL SCORE

/35



NEED HELP IMPROVING YOUR SCORE?

BlueprintIQ can help identify gaps and create a roadmap for improvement.



IDENTIFY GAPS



CREATE A ROADMAP



IMPLEMENT SOLUTIONS



DRIVE RESULTS

blueprintIQ

ONE SOLUTION, ENDLESS POSSIBILITIES

STRATEGY. ALIGNMENT. EXECUTION.
WE ARCHITECT OUTCOMES THAT SCALE.

BlueprintIQ is a **strategic advisory and business consulting firm** that helps organizations move from uncertainty to clarity through structured strategy, operational alignment, and thoughtful innovation.

We don't sell tactics. We design pathways to execution.



CLARITY

We cut through complexity to reveal what matters most.



ALIGNMENT

We bring strategy, systems, and people into sync.



EXECUTION

We turn plans into actionable results that scale.



PARTNERSHIP

We operate as an extension of your leadership team.



INNOVATION

We leverage technology and data to drive smarter decisions.



HEADQUARTERS

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OFFICE LOCATIONS

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