

## Strategic Planning

The best way to predict the future is to create it! Strategic Planning is a process that determines the future of the organization and what organizational resources will be needed to ensure that success. The process helps determine business opportunities and resources that are required to convert opportunity into success.

Business owners and leaders today have found that developing a strategy and an implementation plan is far more effective than leaving the future to chance. Furthermore, developing a strategy, a vision, a mission, and a specific plan of action contributes to long-term, sustainable success. If implemented correctly, it will create higher levels of motivation and commitment, and fuel continuously higher levels of achievement from everyone within the organization.

### Developing your Strategic Plan

The Strategic Planning process provides a format for developing specific strategies, converting those strategies into a business planning process, and establishing measurable and attainable organizational goals. It is a process that involves not only determining where an organization wants and needs to go, but also, how it is going to get there.

### Steps for Planning an Effective Process

- Basic Foundation
- Business Philosophy
- Vision Statement
- Values and Principles
- Vision
- External Assessment
- Competitive and Trend Analysis
- Internal Appraisal
- S.L.O.T. Analysis
- Mission Statement
- Critical Goal Categories
- Organizational Goals
- Market and Sales Plan
- Implementation

### The Results are Measurable

- Increased Market Share
- Maximized Return on Your Intellectual Capital
- Increased Shareholder Earnings
- Strengthened Focus on Attracting, Servicing, and Keeping Customers
- Greater Employee Contributions to Results Realized
- Defined Strategic Direction
- Corporate Values Developed and Sustained
- Motivated Employees
- Resources Allocated
- Success Defined
- Teams Created
- Guidelines for Delegation and Decision Making Provided
- Pro-Active Management Promoted
- Sense of Purpose Created

***“The effective implementation of a strategic plan is the true determining factor as to whether or not a company is effective.”***

### Development Sessions

The group of participants will meet as needed to cover all text materials and workbook completion. Each session will typically be 2-4 hours in length. Each session will end with specific goals and action steps to be accomplished by the next session. The entire process typically takes 16 to 26 hours to complete, and the length of each session can be adjusted to suit the needs of your business or organization.

### Follow-Up Session(s)

The group will meet on a set schedule to be determined following the last session. Participants will present progress reports on the organizational goals. If needed, additional content may also be part of these sessions.