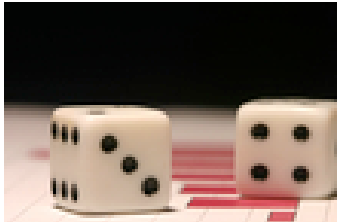


# Strategic Planning Session

page 1



CONTENT: Before composing your mission statement, clarify the **reasons** you are in business. Although profit may be a primary aim, strategic planning requires a greater vision. A clear vision of one's **mission**, or greater business purpose, not only helps identify **new avenues for growth**; it also provides direction for day-to-day decisions. Maintain a questioning frame of mind. **Take nothing for granted.**

This is where we begin the process. Tom, think on these things and add them to this Session to track your progress. [www.richcontent.com](http://www.richcontent.com)

12/27/05 10:36 AM



What is the **deadline** for completing the plan?

The ideal Scene is one week from Friday, based on our earlier discussion with Client Z, and their new CEO coming on-board.

12/27/05 10:38 AM



What other departments may be considering a strategic plan? How can you **coordinate** efforts?

**Marketing** and **Sales** are leading the front, with **Manufacturing** and **Staffing** immediately following.

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# Strategic Planning Session

page 2



Who will be the **team leader**, and why?

**Leslie Johnson** seems to be the perfect fit. He's respected, easygoing, and focused. he also knows more about this industry than any individual or group in the company.

12/27/05 10:40 AM

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What was its original **vision**, purpose, or emphasis?

Widgeting 101.

12/27/05 10:41 AM

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What are your essential **economic** purposes and aspirations?

To be big... no, bigger than big. **HUMONGOUS!**

12/27/05 11:10 AM

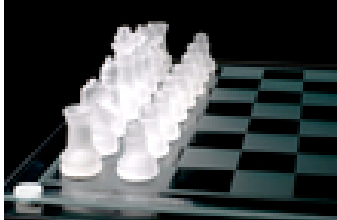
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What thought have you given to where you want it to be in **3 to 5 years**?

12/27/05 10:43 AM

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CONTENT: Begin digging deeper into the **current realities** of your company. With your **mission statement**, a "**situation audit**" will serve development of corporate policy and **strategic** direction.

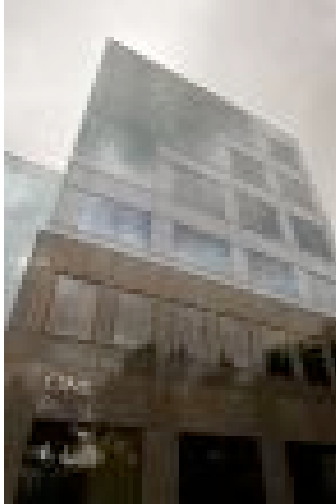
1. **tactical**
2. strategy
3. strategical
4. strategically
5. **maneuver**
6. salt
7. sdi
8. star wars
9. **swot analysis**
10. listening post
11. lookout
12. move
13. outmanoeuvre
14. sac
15. strategetical
16. ticonderoga
17. **warning of war**
18. weak
19. cover
20. **gambit**
21. geostrategy
22. leverage
23. movement
24. **position**



Broadly speaking, what is your existing strategic plan?

Whether or not it's a **formal document**, clarify:

13. writ
  14. bull
  15. **statute**
  16. charter
  17. **declaration**
  18. power of attorney
  19. preamble
  20. title (legal document)
  21. **treaty**
  22. complaint
  23. roll
  24. caption
  25. schedule
  26. deed
  27. **brief**
  28. citation
  29. certificate
  30. **contract**
  31. indict
  32. visa
  33. spirit
  34. backus–naur form
  35. security
  36. **covenant**
  37. indent
  38. article
  39. **provision**
  40. **agreement**
-



What is the predominant **style** of leadership in your company? (such as authoritarian, democratic, or laissez-faire) What tone does it set?

Sense 2

manner, mode, style, way, fashion -- (how something is done or how it happens; "her dignified manner"; "his rapid manner of talking"; "their nomadic mode of existence"; "in the characteristic New York style"; "a lonely way of life"; "in an abrasive fashion")

=> property -- (a basic or essential attribute shared by all members of a class; "a study of the physical properties of atomic particles")

Sense 3

expressive style, style -- (a way of expressing something (in language or art or music etc.) that is characteristic of a particular person or group of people or period; "all the reporters were expected to adopt the style of the newspaper")

279. manufacture

280. salute

281. fracture

282. snarl

283. corruption

285. conventional

287. hurry

288. technique

291. divide

292. framing

293. lampooner

294. linear

297. participative management



How **bureaucratic** has the organization become? Are bureaucratic attitudes a major impediment? Affecting what?



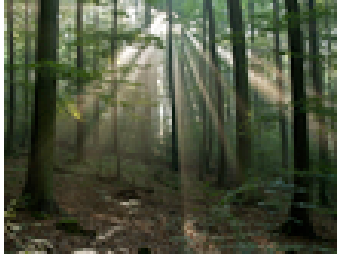
How does your organization identify **new avenues of growth?**

- 30. **progress**
- 31. shoot
- 32. tropism
- 33. **accumulation**
- 34. auxanometer
- 35. beard
- 36. **cultivate**
- 37. efflorescence



Do you foresee any **mergers** or **acquisitions**? Friendly, or hostile? With or by whom? For what reasons?

12/27/05 10:56 AM



What mistakes have been made in the way your company has been ORGANIZED and DEVELOPED? What new **insights** will guide your plan? For example, explain:

**12/27/05 10:57 AM**

**Tom, This is just a very thumbnail view of what you would create using eXpertSystem+eXpertLingo**

**Keep in mind that this can be printed, displayed as a Slideshow and also saved as a web page for sharing on a web page or a blog (a method we find quite effective).**

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