

# Strategic Planning *THAT WORKS!*

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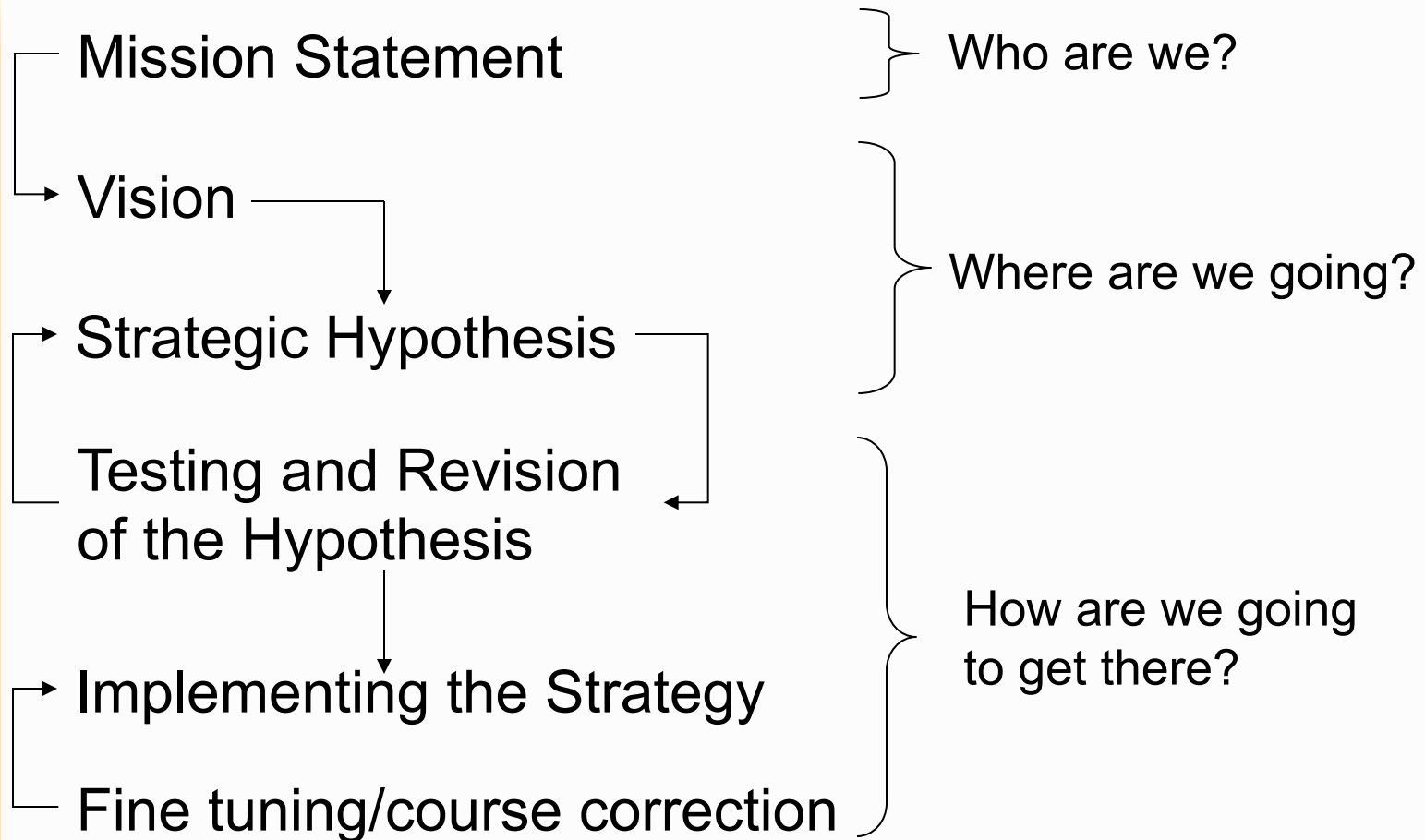
## Strategic Planning *THAT WORKS* Overview

Our process has been used successfully with start-up companies, turn-around situations and Fortune 500 companies based in the United States, Europe, Canada and Latin America.

This short overview provides some of the process we use over a 1-1/2 day facilitated seminar to lead your management team in the development of a documented and implementable strategic plan...  
**THAT WORKS.**



## Our Strategic Planning Process





The outcome of the session will yield the following:

SWOT Analysis

Who are we

Mission Statement

Strengths:

Weaknesses:

Opportunities:

Threats:

Where we are going

Vision Statement

How we are going to get there

The 6 Marketing Imperatives Plan

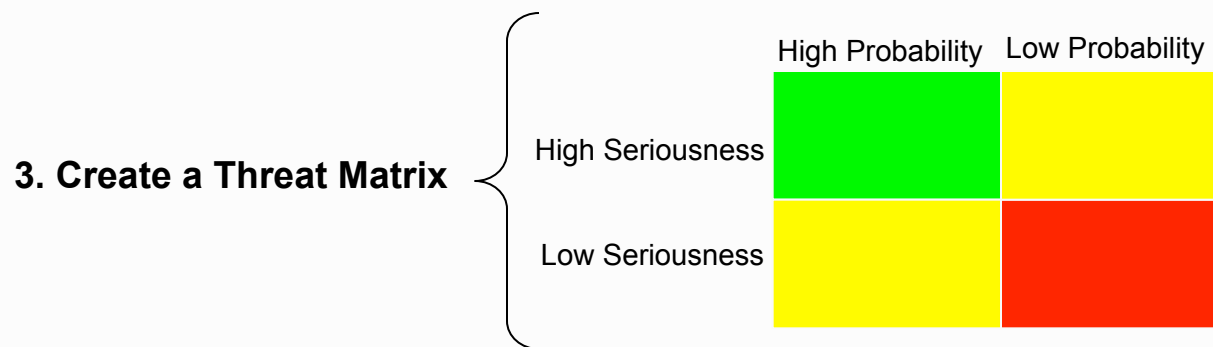
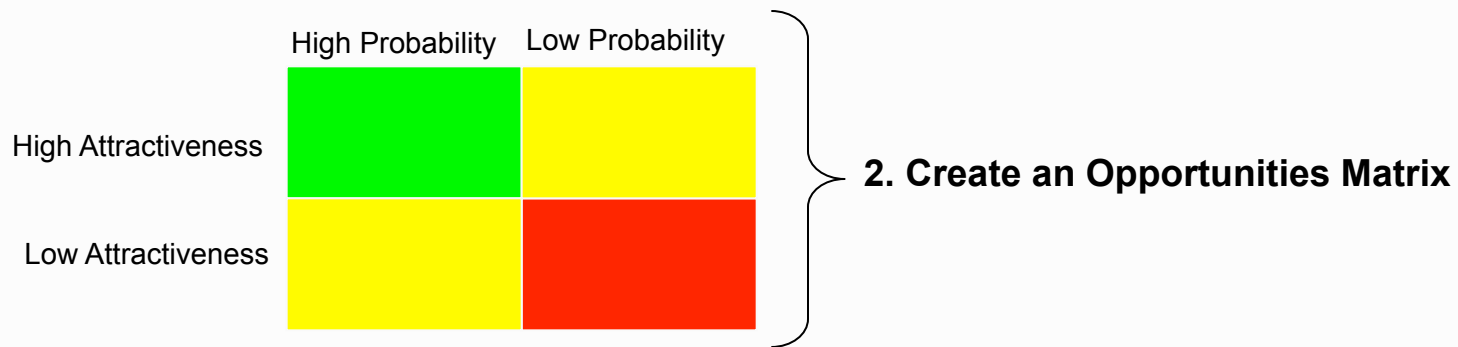
Green Plan  
(Newly uncovered opportunities)

Internal and External Communication Plan



# Outcome of SWOT exercise

1. Rate Strengths and Weaknesses importance to business success – Leverage/Improvement Plan



4. Rate our competitors – by doing an intellectually honest SWOT analysis of our top competitors



## Implementing the Strategy

- 25/50/25 Principal
- Align variable compensation to the strategy
- Stick with the game plan
  - “Leaving the game plan is a sign of panic and panic is not in our game plan.” – Chuck Noll, 4 time Super Bowl head coach
- KPI Focus/Root Cause analysis...
- Avoid the 5 dysfunctions of a team!

**For more information to understand  
how this process can work for your  
company, please contact  
Kathleen Ranahan, MBA to discuss  
the process.**

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