

Strategic Planning

Many leaders are constantly putting out fires, with their business running them instead of the other way around. Shifting that involves many components, but one critical piece is a clear, actionable strategic plan.

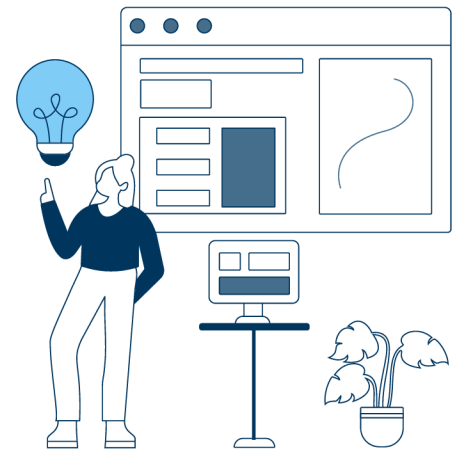
The Why

Gain....

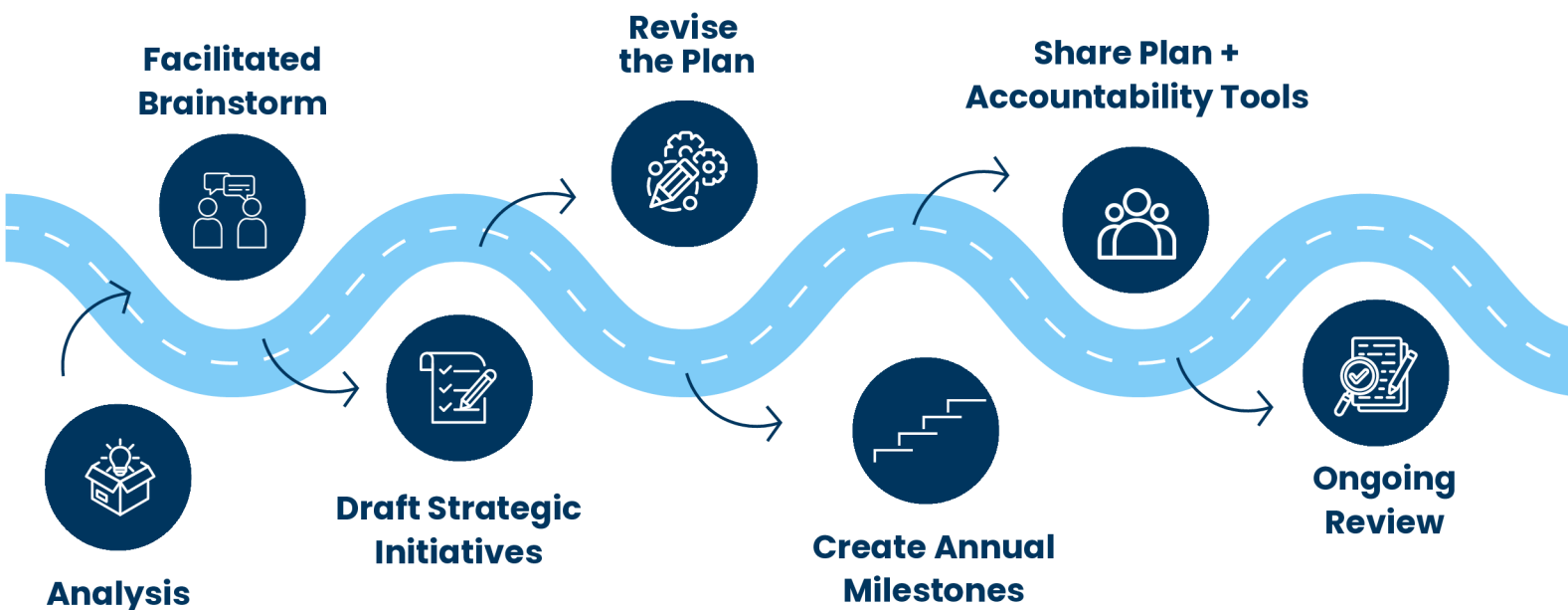
Direction on where you are trying to go

Clarity of how that vision translates into action

Confidence to lead proactively, not reactively



The Process



Why It Hasn't Worked

Analysis

*You aren't looking outside of your organization
All owner(s) are not clear and/or aligned*

Facilitated Brainstorm

*Too many people are involved
Mid-level managers/supervisors are involved too soon*

Draft Strategic Initiatives

*20 years of goals are shoved into 3 years
You're over focusing on one area (i.e. all operations, no sales)*

Revise the Plan

*There isn't input from team members who will be implementing
The metrics and measurements aren't specific enough*

Annual Milestones

*Everything is in year one
Targets aren't aligned with resources (i.e. hiring before budget allows)*

Share Plan & Tools

*Employees heard the plan before managers (or heard at the same time)
There isn't follow up in 1:1 or small group meetings*

Ongoing Review

*Short-term priorities (fires) are taking all the attention
More goals are getting added without reprioritizing*

READY TO MAKE YOUR PLAN STICK? WE CAN HELP.
SCHEDULE YOUR FREE 30-MIN CALL [HERE](#)
805.541.9040