

Strategic Thinking and Business Planning

Establishing and Aligning Organizational Goals

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, commitment, and fuel continuously higher levels of achievement from everyone within the organization.

Developing the 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 a company wants and needs to go, but also, how it is going to get there.



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

Steps for Planning an Effective Process Include

- Basic Foundation
- Business Philosophy
- Vision Statement
- Values and Principles
- Vision
- External Assessment
- Internal Appraisal
- Mission Statement
- Organizational Goals
- 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
- Trends and Technologies Identified
- Sense of Purpose Created

Strategic Alignment

The true value of the strategic planning process becomes evident when the organizations Vision and Mission are deployed to all levels of the organization to effectively align the goals of all elements of the organization to the overall Mission



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