

Strategic Planning

You?

1. Strategic Planning works best if all the key players are involved
2. Strategic Planning work best when the whole team is kept informed, involved and encouraged to buy in

Know Where You Want to Go

3. Key players must identify their personal goals – short term, 5 years and longer term
4. Key players must identify their goals for the business – short term, 5 years and longer term
5. Don't be afraid to start identifying early actions
6. Things to do consider include people, products and services, turnover, profits, locations, manufacturing, quality, focus or diversity, competitors to emulate, share of the business owned and value of the business

Know Where You Are

7. Don't get bogged down with this, but an assessment of your existing resources if useful. SWOT (Strengths, Weaknesses, Opportunities, Threats) should be dynamic leading to building on strengths, repairing weaknesses, exploiting opportunities and avoiding threats
8. A good financial mode of the business (prepared by Hornbeam) helps you to understand how the business will react to changes that you introduce.

Know How to Get There

9. Plan how to get from where you are to where you want to be (Use Critical Path Analysis if you understand it, but crucially write down what needs to be done and in what order)
10. Concentrate on what needs to be done next to move yourself and the business in the direction you want to go
11. Set time aside from those urgent days to day activities to move the business in the direction you want to go. (Allocate resources including time to achieving strategic goals)
12. Set Goals – write them down, allocate who is responsible and what the timetable is, hold meetings to review progress and hold people to account in achieving goals
13. Review and Update the plan continuously

Contact us for help on assessing goals, designing a plan for achieving them and to actually making it happen.



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