

## Strategy Development Process

**Vision**— An organization’s conceptual description of its desired future state. The vision statement defines the organization’s aspirations and overall direction it desires to pursue.

**Desired Future States**— Desired Future States contain clear descriptions the future the organization desires to create through the actions its will take.

**Shared Values**—They represent the “things the organization stands for” and are the foundation for its ethics.

**Business Concept**— The definition of what business the organization is in, what services it provides, the customers it serves, how the business is organized and operated.

**Strategic Business Objectives**—The measurable, high-level actions the organization plans to take and use to drive all activities. The achievement of these objectives will ultimately define the success of the organization. They flow from the vision elements and should be few in number to be meaningful.

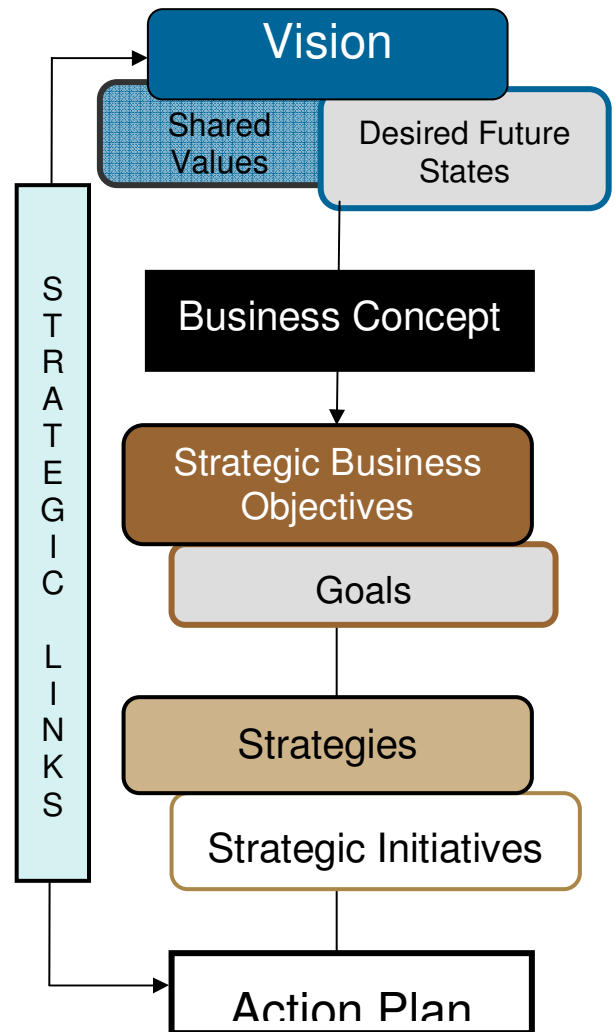
**Goals**—The specific and more detailed, measurable actions that enable the achievement of the strategic business objectives.

**Strategies**—The plans of how an organization determines to achieve its goals. Strategy sets the path to the goals, and provides clear guidance to management and employees.

**Strategic Initiatives**— Major courses of action that provide additional focus and resources to specific tactics. They will receive immediate attention and drive significant benefits.

**Action Plan**—The specific, detailed actions to be taken to achieve strategies and related goals. The actions are time phased and have specific people

**Strategic Linkage**—Ensures that conceptual ideas and aspirations of the vision are ultimately linked with measurable objectives, goals, strategies and tactics that, if followed, will lead to successful accomplishment of the vision.



## Strategy Development Process

### **Description**

Out strategic plan development is a comprehensive process that creates an implementable strategic plan. We both facilitated the planning process and help craft and write the plan. This involves significant participation in resolving the issues raised during the process and taking responsibility for the plan output representing the consensus of the team.

The plans can be created at any level of an organization. Typically, a corporate level business plan is developed first, and then a strategic marketing plan naturally comes next. Plans for support groups or functions within an organization are the prepared.

### **Objectives**

- Challenge thinking and stimulate discussion
- Produce a strategy that everyone in the organization understands
- Move strategy from paper to everybody's job
- Provide a complete and comprehensive understanding of stakeholder needs and the organizations' purpose and capability of meeting those needs

### **Tools and Templates**

- Strategic planning templates
- Experiential exercises
- Appropriate samples
- Planning facilitation
- Plan development
- Plan writing

### **Benefits**

- Simplified, understandable approach
- Standardized process which has been adapted to the specific needs of the organization
- Broad-based participation within an organization
- Focused approach on delivering results
- High energy, creative planning sessions
- Practical, implementable strategy