

# Strategic Planning Process

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1. Verification Of Speed & Direction

2. Elimination Of All Blind Spots

3. Creation Of The Strategic Plan

4. Turning The Plan Into Actions



Communication Is The Key Transparency → Trust → Change Buy-In

## 1 Verification Of Trajectory

Evaluate the current momentum, direction and speed of change of your organization. Effective planning and change management dictates that we must understand not only where you are, but team buy-in and the direction the organization was and is currently headed.

## 2 Collect Key Voice Of Customer Input **External 360° View – Customers**

Analysis of your organization through the eyes of the customers. Customers tell us the current strengths, weaknesses, threats and new opportunities from their actual experiences in working with us.

### **Internal 360° View – Employees**

Key perspective from all levels of the organization. Do our employees see the organization the same way from the bottom to the top? Alignment of thought is critical for successful change management of the plan. This process also creates a list of our internal strengths, weaknesses, opportunities and threats.

## 3 Creation Of The Strategic Plan

The **1st step** is to determine our future destination or strategic goals by analyzing our trajectory, customers, employees and competitors to find the best strategic advantage for our organization. What do we want to become in the future?

The **2nd step** is developing the best plan to get us to our strategic goal or destination. This generally involves a different group of people than step 1. Choosing the best path has the greatest short-term impact on our organization.

## 4 Turning The Strategic Plan Into Winning Actions

### **Timeline Creation**

The first part is building a realistic overall timeline. This timeline needs to be based on the available resources of each department and the required interactions (interdependencies) between them.

### **SMART Goals & Dashboard**

Distractions cause organizations to lose sight of their winning game plan! The strategies and initiatives are broken down into a color-coded dashboards, department and individual SMART goals to help your organization stay on track. This keeps you focused on maximizing your offensive tactics and minimizing the day-to-day fire fighting mindset, which is the biggest threat to your future success.