

STRATEGIC PLANNING

Define the Destination

Chart the Course

Execute the Plan

★ A customized plan that fits your needs and results in ACTION. It's how planning should be done. ★

Did You Know?

- 61% of executives are unprepared for strategic challenges
- Middle managers are the largest source of resistance
- 48% of leaders discuss strategy <1 day/month
- ~50% of strategy implementations fail

Why Strategic Planning Fails


- Lacks adequate feedback from customers
- Myopic mindset of a small like-minded team
- Time is spent on financials & processes, not strategy
- Adequate buy-in is not generated throughout the company
- Lack of clear priorities and resource analysis
- Contradictory viewpoints are not allowed
- Assumptions are taken as facts

Why Implementation Fails

- Poor communication of strategy & implementation
- Lack of leadership focus during implementation
- Insufficient time allocation for teams
- Poor alignment with the workplace culture
- Lacking implementation progress reviews
- Unclear actions to implement
- Wrong measurements to track

Successful Strategic Planning

- Magnifies your competitive advantage
- Makes good decisions through data
- Sets direction through analysis
- Allocates resources through priorities
- Generates unity through direction
- Improves communication through focus
- Creates efficiency through alignment
- Increases effectiveness through planning
- Simplifies decision making with structure
- Builds winning cultures through buy-in



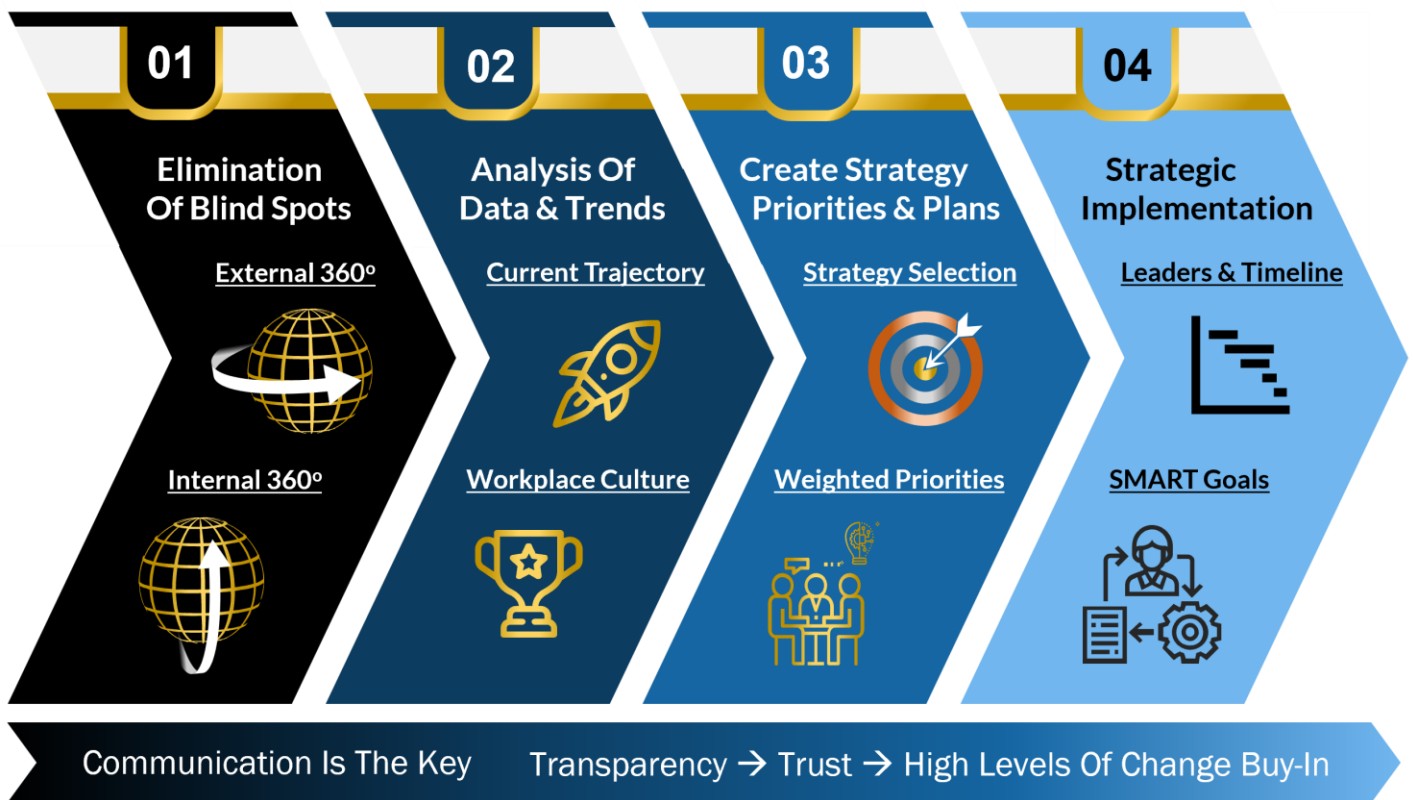
Successful strategic planning determines where you are going, maps out the next part of the journey, & gets everyone going in the same direction.

*"He (Kevin) helped us to see things that we would have otherwise missed."
– Catherine Jones*

“A goal without a plan is just a wish”
-Larry Elder

ITCB’s Strategic Planning Process

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“Kevin was able to categorize a myriad of thoughts and ideas into 5 key areas which helped greatly in our focus for our strategic plan for the upcoming 3 years.

Kevin also provided us with direction and insight from a third-party perspective that was very helpful as we went through the various rounds of our strategic planning.”

– Kirby Evanger, Chief Credit Officer/SVP, Bank of North Dakota