

# Strategic Planning



The best way to predict the future is to create it! Strategic Planning is a process that determines the future of the organization and the organizational resources that 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 and commitment, and fuel continuously higher levels of achievement from everyone within the organization.

## Steps For Planning An Effective Process

- Basic Foundation
- Business Philosophy
- Vision Statement
- Values and Principles
- Vision
- External Assessment
- Competitive and Trend Analysis
- Internal Appraisal
- S.L.O.T. Analysis
- Mission Statement
- Critical Goal Categories
- Organizational Goals
- Market and Sales Plan
- 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

## 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 an organization wants and needs to go, but also, how it is going to get there.

## The Formula for Success

$$\text{ASK} + \text{GOALS} = \text{PBC} \rightarrow \text{IR}(\%)$$

<b>ATTITUDE</b>	<b>POSITIVE</b>	<b>IMPROVED</b>
<b>SKILLS</b>	<b>BEHAVIOR</b>	<b>RESULTS</b>
<b>KNOWLEDGE</b>	<b>CHANGE</b>	

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

## Contact Information

Richard A. Cox, CQF  
RAC/JEC Consultants Inc.  
Email: [info@racjec.com](mailto:info@racjec.com) or  
Call: 514-620-1428