

Strategic Planning for the Real World

To often companies invest major time, money and resources in pursuit of a goal which when achieved fails to move the company into a better competitive position. Unlike the Business Constraint Analysis, effective strategic planning identifies the next mountain, rather than how to better climb the current one. Both are important issues, but they require significantly different processes.

Proper Strategic Plans, are the foundation of all subsequent planning. What good does it do to have effective tactical plans for ineffective market strategies? How effective have your strategic planning efforts been? Using the proper process should make this one of the most stimulating and rewarding experiences of the year.

There is never enough time or money to do all of the planning required for maximum success. Too often this results in the death of a fantastic opportunity. Our Total Planning Suite helps fill the gaps in a surgically precise manner - you only use the piece you need WHEN you need it.

The Velocity Pointe strategic planning process uses several very effective tactics:

- Outside subject matter experts are used to expand the planning team's global knowledge
- The process starts by revisiting in-depth the current corporate mission and markets
- A robust brainstorming process is used to push the envelope of current thinking - routinely outside the box major opportunities are discovered.
- The unstructured brainstorming output is cataloged and structured into a coherent set of coordinated opportunities.
- The strategic plan is two documents. One with detailed and confidential management understanding, and the second a high level plan to show the troops where the new opportunities lie.

A good strategic plan needs to examine and challenge the status quo. To move to a leadership position in your existing market or to move into new markets requires

considering coloring outside the lines. Outside experts are made part of the process to enhance the novel thinking and create effective challenges to the "known" limitations of the current business.

Having experienced subject matter experts as part of the brainstorming process frequently creates a fermentation of ideas which are unique and exciting. This is where ideas of the magnitude of the iPod and Snapple are born.

Once the brainstorming is completed one of the more difficult parts of the process must occur. The wealth of ideas and strategies must be categorized, prioritized and integrated into a coherent vision. This is a three stage process, which captures the business essence of the brainstorming.

The next part of the process is the creation of effective usable documents. The universal failure of most strategic planning processes occurs when the planning document is put into a drawer and ignored. The true value of the Velocity Pointe Strategic Planning process is realized when it is used as input for the tactical planning and portfolio management.

Finally, two documents are created - one which contains the detailed strategies which will give help create a competitive edge. This document is broken into confidential memo's to management so that the critical details do not become public knowledge. This need for secure communication is why good strategic plans are locked away.

The most effective company is one where the entire staff knows which way to charge without having to ask for directions every 10 feet. For this purpose a second document is created giving the overall roadmap for mountains which have been chosen to be climbed. This document is the spice which creates the excitement and belief in the troops that new exciting things are going to happen.

To explore how Velocity Pointe Strategic Planning might work for your company use the contact information below to schedule a free no obligation consultation.

