

Strategic Planning 101

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COO, M3 Planning

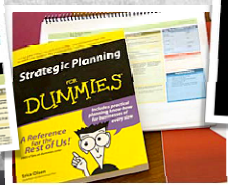


M3 by the Numbers

In the past three years we have...

- Managed 100+ strategic planning processes
- Deployed 800+ strategic management systems
- Built consensus and commitment with 3,000+ executives, managers, boards
- Empowered 1 million+ strategists & soon-to-be strategists

We love what we do!



Agenda

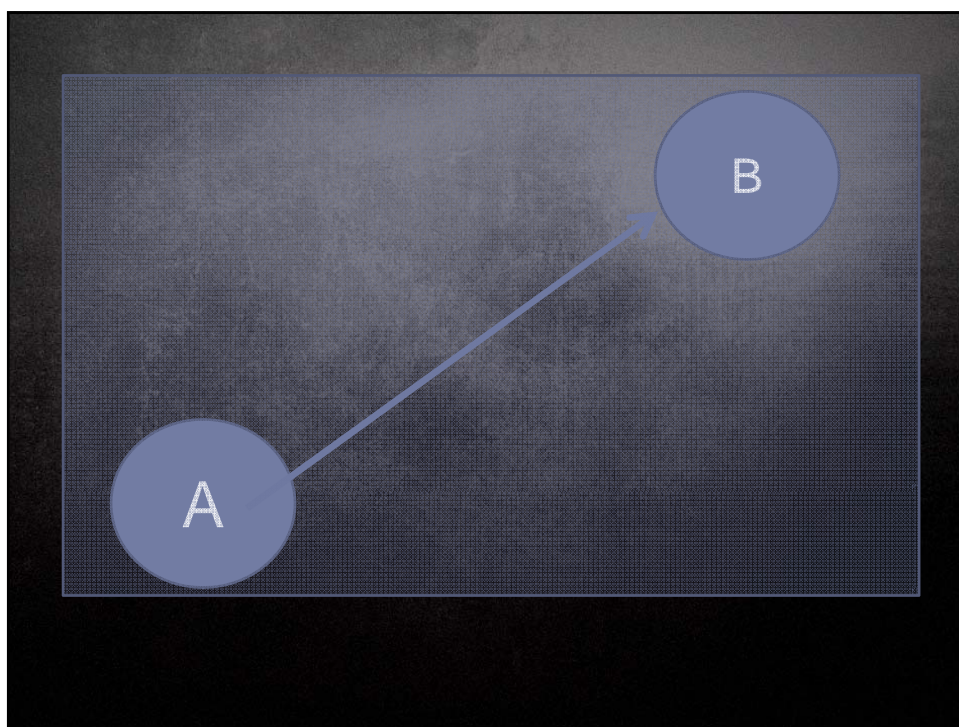
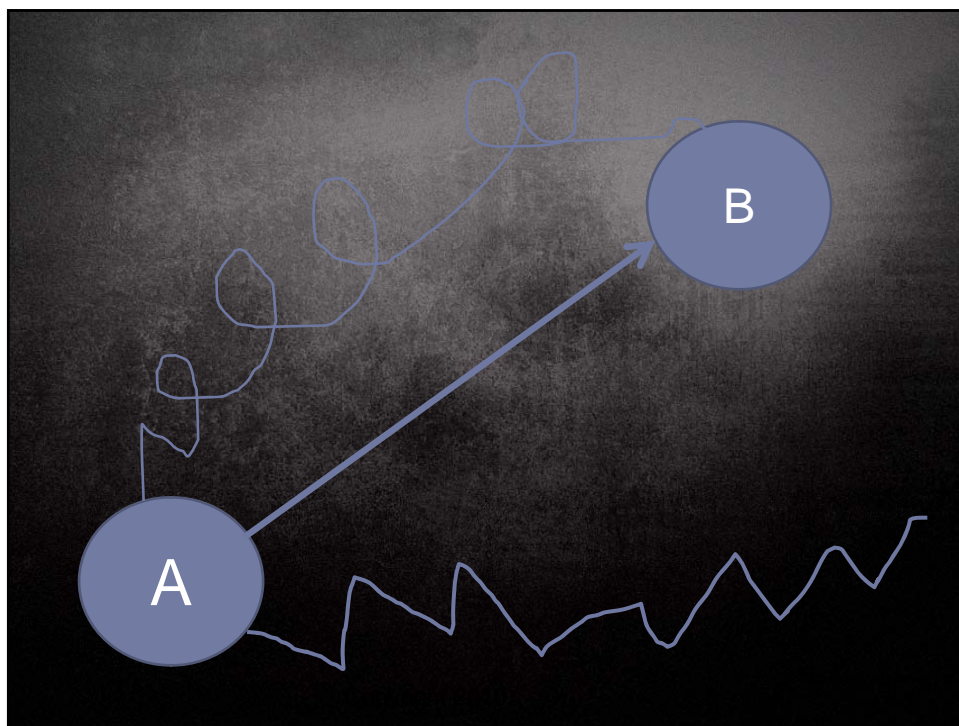
1. How and why having a strategic plan is critical to your organization's sustainability
2. The key elements of a strategic plan
3. A schedule and process to develop your plan
4. The top five most important guidelines in your planning efforts
5. Tips and tricks to using MyStrategicPlan



Why plan? What does it do for your organization?


**WHY HAVING A STRATEGIC PLAN IS
CRITICAL TO YOUR SUSTAINABILITY**






Benefits


Strategic planning means different things to different people.



- Level 1 - Articulated Plan:** Established Mission, Vision, Goals, Actions, and KPIs for the next 24-36 months
- Level 2 - Strategic Differentiation:** The plan has a strategic focus on delivering a unique value proposition developed from a clear understanding of market position and customer needs.
- Level 3 - Organizational Engagement:** Everyone knows the strategic direction, understands their role and commits to accountability. An execution/governance process is in place.
- Level 4 - Organizational Transformation:** High-performing team that is driven by shared values, consistently driving decision making based on the agreed upon strategy with data, structure (organizational and process) and systems in place to support the activity.



THE KEY ELEMENTS OF A STRATEGIC PLAN





SCHEDULE AND PROCESS TO DEVELOP YOUR PLAN

m3 research strategy planning execution



Phase One: Discover your purpose & desired future – approx. 2 weeks

Mission & Vision

Pitfall: Fighting about semantics.

Mission Statement: An overarching, timeless expression of the your purpose and aspiration, addressing both what you seek to accomplish and the manner in which the org. seeks to accomplish it; a declaration of an organization’s core purpose. “*Why do we exist?*”

Vision Statement: A short, concise, vivid statement of the org’s future, answering the question: *what will the company look like in 5+ years?*

Outcomes: Clear scope; picture of the future

m3 planning

Phase Two: Assess your Strategic Position – approx. 2-4 weeks

Strengths, Weakness, Opportunities, Threats

Pitfall: Navel gazing



Outcomes: Prioritized list of potential areas to focus on






Phase Three: Develop your Strategy & Priorities – approx. 2 weeks

Competitive Advantages, Organization-Wide Strategies
Long & Short-Term Goals, Strategies, KPIs

Pitfall: Ambiguity – aka “The Haze”

Competitive Advantages: Knowing what you are best at.
Org-Wide Strategies: The general, umbrella methods you intend to use to reach your vision. They answer the question of “how.”
Strategic Objectives: The long-term strategic focus areas– three-year or more time horizon. *What must we focus on to achieve our vision?*
Short-term Goals: Convert the strategic objectives into specific performance targets – one- to two-year time horizon. State what, when, who and are measurable. *What must we do to achieve our long-term strategic objectives?*
Key Performance Indicators: Quantifiable measures show movement towards goals.

Outcomes: Year-by-year priorities (flight plan) & measures to track your progress (flight deck)

Phase Four – Cascade Your Strategies to Operations – approx. 4-6 weeks

Department Goals and Action Items

Pitfall:
Not assigning owners to action items

Functional Level Goals and Action Items: Specific statements of that explain “how” a goal will be accomplished. Action items are the areas that move the org’s strategy to operations. These items are executed by teams or individuals with a time period of the next 12-24 months.

Outcomes: Who is doing what by when



Phase Five: Align Your People & Financial Resources – based on budget process

Budget & Skills Assessment

Pitfall:
Fill up “Your Plates”

Capacity Planning: Right people and skills?

Budget: Resourced “above base” items?

Rollout: When and how will we communicate the plan?

Outcomes: Is your plan in the black or in the red?



Phase Six: Execute Your Plan - ongoing

Monthly and Quarterly Strategy Check-ins

Pitfall:
Plan does
not reflect
reality.

Calendar: Schedule your monthly and quarterly check-ins

Reports: Let your team know what they need to report on

Update: Modify your plan to keep it relevant

Outcomes: Syncing/checking in with your plan into the
"rhythm of your business"




TIPS AND TRICKS TO USING MYSTRATEGICPLAN



Your Success Checklist:

- ✓ Ensure you have the right plan structure.
- ✓ Customize your plan to your organization.
- ✓ Take the BusinessReportCard and identify other assessment tools to help jump start your process.
- ✓ Identify and commit to your ideal schedule/timeline.
- ✓ Take advantage of all of our resources and trainings.



Services

Get Expertise When You Need It

One-on-one guidance for those trouble spots in your planning

mystrategicplan.com/strategic-planning-consulting

<p>Quick Start Coach</p> <p>Get started on the right foot and avoid pitfalls to improve the success of your plan.</p> <ul style="list-style-type: none"> Jumpstart your plan with one-on-one assistance from a planning professional. <p>\$495</p> <p>Get More Info</p>	<p>Strat Plan Review</p> <p>Ensure your plan is complete, holistic and ready to implement!</p> <ul style="list-style-type: none"> Our team will provide you with a report and specific recommendations for your plan based on years of experience. <p>\$695</p> <p>Get More Info</p>	<p>Strategy Support</p> <p>Get answers to your strategy questions, when you need them.</p> <ul style="list-style-type: none"> Receive 3 hours of one-on-one consultation with a dedicated MSP strategy advisor. <p>\$495</p> <p>Get More Info</p>	<p>Step-by-Step Advisor</p> <p>Receive a full plan and strategic process to drive your whole organization.</p> <ul style="list-style-type: none"> A dedicated strategy advisor will guide you through the strategic planning process from start to finish. <p>\$4,750</p> <p>Get More Info</p>
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Upcoming Trainings

Setting Strategic Objectives and Cascading Goals
March 9 | 12 p.m. P.T.

Strategic Planning 101
March 16 | 12 p.m. P.T.

Strategy Huddle™
March 23 | 9 a.m. P.T.

Execution, Execution, Execution
March 24 | 9 p.m. P.T.

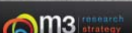


Contact Information

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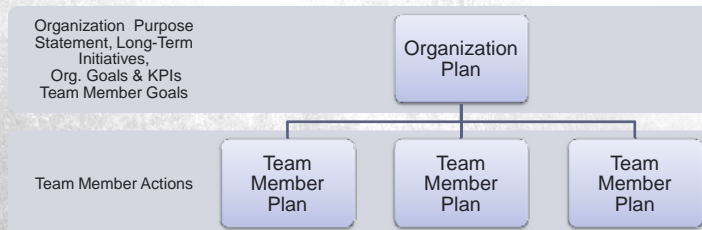


APPENDIX



System structure – 2 level

How Goals and Actions Cascade & Rollup

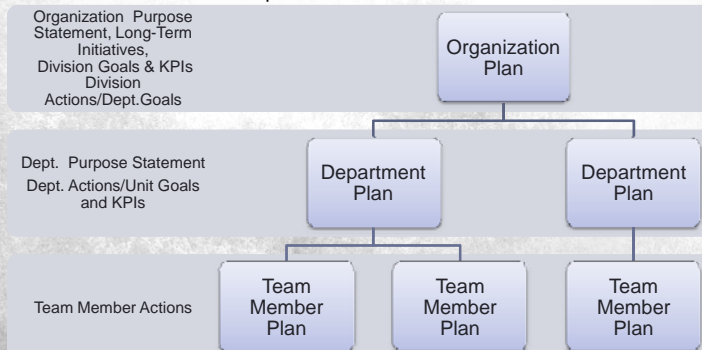


Permissions by User Level (write access)



System structure – 3 level

How Goals and Actions Cascade & Rollup



Permissions by User Level (write access)

Elements

Core Values/Guiding Principles

How people want to behave with each other in the organization. Value statements describe actions that are the living enactment of the fundamental values held by most individuals within the organization.

What are our guiding principles, as a group, to adhere to no matter what?

Core Purpose/Mission Statement

The organization's core purpose. Why do we exist?

Vision Statement (5+ years)

Where you are headed - your future state - your Big, Hairy, Audacious Goal. Where are we going?

Competitive Advantages

A characteristic(s) of an organization that allows it to meet their customer's need(s) better than their competition can.

What are we best at in our market?

Organization-Wide Strategies

Your strategies are the general methods you intend to use to reach your vision. A strategy is like an umbrella. It is a general statement(s) that guides and covers a set of activities. You can develop strategies for your whole organization, a department, a specific set of activities, or a guiding statement for a year. No matter what the level, a strategy answers the question "how."

Long-Term Strategic Objectives (3+ years)

Long-term, broad, continuous statements that address all areas of your organization. If you have a five-year vision, these would be three- to four-year intermediate guideposts on the way there. What must we focus on to achieve our vision?

Short-Term Goals and Actions/Tactics (1 year)

Short-term goals that convert the strategic objectives into specific performance targets. Effective goals clearly state what, when, who and are specifically measurable - they are Specific, Measurable, Attainable, Responsible person, Time bound (SMART).

What must we do to achieve our long-term strategic objectives?

Key Performance Indicators (KPIs)

Metric and non-metric measurements essential to the completion of an organization's goals. Each organization narrows the possible list down to a manageable group of KPIs that make the most difference to performance. KPIs are linked to goals.

How will we know we have achieved our goals?