

# STRATEGIC PLANNING OVERVIEW

## I. What do you want?

- a. In general.
- b. Ownership? Involvement?
- c. Profits? Sales?
- d. Are you interested in expansion? What type of expansion?
- e. Do you want rapid growth and/or profitability? Doubling?
- g. Is the company making money? Are sales & Profits increasing? At what rate? Over last 5 years?
- f. A Mission Statement. Preliminary Mission Statement

## II. What are the business opportunities for the company?

- a. List them
- b. What are the +s and -s of these opportunities
- c. What are the best opportunities? Short Term? Long Term?
- d. Best opportunities fit in with mission?

## III. Evaluating the 5 Components of your business

- a. Explanation of the 5 components
- b. What is the strongest and weakest components.
- c. Organization
  - 1) Nature of ownership
  - 2) Structure of company (i.e. Org. chart). Is it effective?
  - 3) Proper Staffing? Enough? Effective organization of each job?
  - 4) What are the major snags in operations?
  - 5) What are the major systems (e.g. Accounting)? For each any problems?
- d. Products/Services
  - 1) What are the P/Ss currently offered?
  - 2) Which ones are most successful? Least Successful?
  - 3) Most Profitable? Least Profitable?
  - 4) Which ones do you really want to be successful?
  - 5) How can you improve each of the ones you want to improve? What are the obstacles for improvement?
  - 6) What new P/Ss would you like to offer (refer to Section II)
  - 7) Are the rates you charge fair, appropriate, too high or low?
- e. Marketing

1) How do you market now?

- 2) Which marketing schemes are most successful? Least Successful?
- 3) Lead to most Profit? Least Profit?
- 4) Which schemes do you really want to be successful?
- 5) How can you improve each of the ones you want to improve? What are the obstacles for improvement?
- 6) What new marketing schemes can be added? What are +s and -s of each?

f. People

- 1) Any problems with people?
- 2) Are they getting the attention, supervision they need?
- 3) Are they compensated fairly?
- 4) Are there opportunities for advancement?
- 5) Are their skill levels being upgraded/ Are they getting training?
- 6) Are they actively involved in the decision making process? Do you listen to them?

g. Money

- 1) How is the company currently backed and financed?
- 2) Any ideas for improvement?
- 3) Any new financial schemes that have not yet been explored?
- 4) Any problems in collection or payment of money?

#### **IV. What are your business Values?**

- a. Name some values that are important to you?
- b. Any ideas on how we can implement those values?
- c. In operations? In individual tasks and jobs?

#### **V. Polling Staff/ Questionnaires/Immediate Actions**

- a. Is it OK to poll some (or all) members of the staff on some or all of these issues?
- b. Who? When? Where?
- c. Management willing to fill out questionnaires?
- d. Distribute questionnaires to staff? Include which items?
- e. What actions can be taken immediately, before preliminary report?

#### **VI. Development of Preliminary Report/Action Plan**

## **VII. Followup Meeting to Preliminary Report**

- a. Clarification (i.e. more info) on certain points
- b. Discussion of major points in report

- c. Acknowledgment of most important issues to pursue
- d. Restatement of Mission
- e. Preliminary discussion of personal qualities.

### **VIII. Final Report/Action Plan**

### **IX. Second Meeting**

- a. Discussion of major points in report
- b. Agreement to take action?
- c. Who will be involved in implementation?
- d. What will be implemented? How? When? Who?

### **X. Implementation of Action Plan**

### **XI. Followup Assessment of Implementation**