



Strategic Planning: Achieve Your Aspirations

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An unprecedented economic environment, a changing marketplace, a volatile energy market, the "green" movement, cash tightening...

"Vision without action is merely a dream. Action without vision merely passes the time. Vision with action can change the world." Joel Barker

The primary tasks of strategic management are to understand the environment, define organizational goals, identify options, make and implement decisions, and evaluate actual performance." Peter Drucker

The rate of change is exponential!

How will your business adapt?

As the market faces accelerating change in the most fundamental parts of its businesses: movement in supply chain and energy pricing, the overall environmental regulations and "green" movement, employee compensation, benefits, technology, and cash tightening by virtue of the credit markets— all of these can strongly impact the future viability of a business.

A key to successfully preparing for the future is the ability to understand the environment and anticipate what industry trends and patterns may affect the business, and then to build and execute an operational plan with the appropriate speed/acceleration based on the environment.

Strategic planning offers a systematic process to holistically review your company, aspirations, and the environment. The process enables you to choose where to focus, refine your objectives, and ultimately achieve new levels of performance. Finally, it also enables an ongoing governance process by which you have purposeful alignment to the plan or deliberately adjust the plan as new conditions unfold.

Using a strategic planning process, you are in the driver's seat to determine what, why, and how your future unfolds.

Plan Your Journey

Strategic Planning is a process, not an event. There are several elements to a successful Strategic Planning process:

1. **Discovery and due diligence.** Any facilitator and all the participants should have access to relevant information prior to the planning session.
2. **Governance.** There should be an agreed-upon process for executive plan review and course correction.
3. **Environmental Scan.** A systemic scan of future scenarios or "consequence" should be undertaken and aligned with key strategies.

Strategic Planning, cont'd

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COLLABORATE WITH KATE

- **Motivate Your Employees.** *Change is naturally resisted. Kate is a NSA-affiliated professional speaker Her transformational change presentations help inspire and inform employees about macro trends impacting business – and the rationale to embrace change.*
- **Envision Your Future.** *Your strategic plan should be built from likely market scenarios. Kate uses a combination of Scenario Planning and Systems Thinking in her Strategic Planning. She can help you develop your 3-5 year strategy and execution plan.*
- **Catalyze Your Change.** *Starting up is a temporary state and has unique requirements. Why hire a full time executive to do a part time job? Kate has lead dozens of major business transformations and 3 business transformation deployments.*

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4. **Key Success Metrics.** Metrics should be aligned to strategies, and accounted for at the highest level of the company.
5. **6-month CheckUp.** If your plan requires undertaking significant change, or if you are planning in a volatile environment, you should schedule a 6-month checkup to tweak the alignment of the plan.
6. **Initiative and Project Alignment.** Aligning to the strategy means that existing work as well as new work must be aligned to the strategic plan. The existing project portfolio should undergo a thorough review and projects should stop/start/continue.

You can **collaborate with Kate** and she will guide your business through the various stages of the strategic planning processes.

Reading List

- [The Fifth Discipline Fieldbook](#) by Peter Senge
- [The Boston Consulting Group on Strategy: Classic Concepts and New Perspectives](#) by Carl W. Stern and Michael S. Deimler
- [Executing Your Strategy: How to Break It Down and Get It Done](#) by Mark Morgan, Raymond E. Levitt, and William A. Malek



Kathryn (Kate) Fialkowski is a Business Transformation Expert. She has successfully lead dozens of business transformation initiatives -- consistently accelerating financial returns and achieving sustained results. For example, Kathryn has:

- Started-up, shut-down and turned-around business units, in as little as 6 months.
- Improved customer service productivity by 40%
- Reduced time to market by 50%.
- Freed up 10 days of cash flow.

Regardless of the industry, geography, or function, Kathryn consistently delivers successful business transformation. Strategic Planning is just one aspect of the transformation process.

Collaborate with Kate and see how your business can achieve similar results.