Strategic Planning Processes

Look at your industry and business environment

- do your market research, make sure you are aware of the competition, price points and geographic layout of the market and industry you are in
- make sure you are aware of the industry level requirements, what legal and regulatory frameworks and compliance do you need industry wide to comply with?

Set your strategic direction

- Whats your USP? What are you cringing to the industry that will help you compete?
- How wide and how fast do you want to grow? What does growth and success look like for your organisation?
- What is your mission and vision? What does your organisation look like once it is fully launched and running? Or what does it look like compared to how it is now if it already operates?

Set your strategic goals and objectives

- What are your milestones? What are your big wins and major porjects? How will you know when you achieve them?
- What are your success factors? Prifit? Cashflow? Turnover? Growth in product range? Number of customers/clients?

Take your strategic goals and break them down into department or business area goals

- Each department or business area needs to understand how their goals and objectives help to achieve the wider company aims
- There needs to be clear and measurable metrics for success attached to each goal or objective set that can be monitored by the departments themselves and that can be seen by others with oversight

Track and Manage your goals and targets

- Each level of targets and goals set should be monitored and reported on in a suitable way. They should be tied to individual goals and targets in the organisation and they should feed into the tier of targets above them clearly and coherently. By monitoring and reporting on these frequently coherence in the direction of travel towards the strategic plan can be achieved
- Regular reviews are required to make sure that there have not been major industry shifts that alter the strategy employed, and that the goals are in fact doing what you hope they will do for the organisation. Remeber you will get more of what you measure so make sure you are measuring the right things!

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