

## LEAD™ STRATEGIC PLANNING

Most organizations understand the value of strategic planning. Strategic Planning allows you to take a step back to view where the organization is today and where it needs to be in the future. This allows you to establish a clear direction forward toward the more desirable future state.

On the surface this does not seem too hard. But it does require hard work on an ongoing basis. To be successful, you cannot think of Strategic Planning as a yearly event. It needs to be activated on an ongoing basis throughout the year. The initial work to create the sound Strategic Plan is wasted if the Plan is not communicated to the organization and if the ongoing work is not aligned to the Strategic Plan. To be fully effective, the work must be tracked and measured against the Plan as well.

### CHALLENGES

Many organizations understand the value of Strategic Planning but struggle with achieving the business results. This could be because:

- They do not have a clear understanding of where they are and where they want to be.
- They do not create goals and strategies to get them to their desired futures state.
- They do not ensure that all of the work is aligned toward achieving the goals and strategies.
- They do not create the required action plans and projects to achieve the Strategic Plan
- They do not create a Strategic Dashboard to monitor results

### LEAD™

TenStep® can help you gain the value of Strategic Planning through our LEAD model.

**Learn.** Assess the organizational to determine the current state. (Where are we now?)

**Envision.** Define future state. (Where are we going?) Establish goals and strategies to get there.

**Act.** Create action plans. (What are we going to do?)

**Deliver.** Convert action plans to projects. Measure the results. (Who, what, when, why, how?)

### TENSTEP® STRATEGIC SERVICES

You know how to run your business every day. Strategic Planning is probably not be as comfortable to you. Let us help. We will facilitate the Strategic Planning process using our LEAD model. You can focus on the meat of the content.

