

Strategic Planning Process Worksheet

Elements of a Full Company Strategic Plan:

- Mission Statement --- Why we are in operation.
- Vision --- What we want to become. It fulfills the mission.
- Goals --- Broad statements of direction.
- Objectives --- What we wish to accomplish.
- Tactics --- Specific action steps to reach goals.

Pre-Work, Sections of the Plan Must Address These Areas:

Organizational Values

Strengths

Weaknesses

Opportunities

Threats

Priority Issues

Trend Analyses

Strategy Formulations

Finance

Collaborations, Partnering and Joint-Venturing

Human Resources

Resource Allocation

Followup Reviews, Measurement

Strategic Planning and Visioning Must Encompass These Organizational Dynamics

Opportunities.

Break-throughs.

Culturalizations and social phenomena.

Failures, blunders and crises. Overcoming obstacles.

Trends and forecasts.

Virtualizations and changing marketplaces.

Environments in which business is conducted.

Human dynamics and thought processes.

Creative idea generation.

New and modified applications for existing practices.

External factors, including government regulators.

Demographics, economics and society.

Corporate culture.

What really constitutes growth.

Categories of change.

Crisis management and preparedness...an agenda for the unexpected.

Re-energizing top leaders.

Developing heir apparents to leadership status.

Empowering the rank and file.

Turning negatives into positives.

Multi-disciplinary business practices.

Collaborations, Partnering and Joint-Venturing.