

Strategic Business Planning

~ Session 1 ~

Strategic & Action Planning



Mike Cameron

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**People are persuaded when
they are part of a process –
not part of the audience.**

Anon

THE SEVEN HABITS OF HIGHLY EFFECTIVE PEOPLE

Dr Stephen R. Covey

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THE SEVEN HABITS OF HIGHLY EFFECTIVE PEOPLE

Dr Stephen R. Covey

1. BE PROACTIVE
2. BEGIN WITH THE END IN MIND
3. PUT FIRST THINGS FIRST
4. THINK WIN / WIN
5. SEEK FIRST TO UNDERSTAND
THEN, TO BE UNDERSTOOD
6. SYNERGISE
7. Renewal / Continuous Improvement ~ 'SHARPEN THE SAW'

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THE SEVEN HABITS OF HIGHLY EFFECTIVE PEOPLE

Dr Stephen R. Covey

Having enjoyed considerable success with his book 'The Seven Habits', Dr Covey realised that there was a further 'Habit' that is critical if one wishes to be truly EFFECTIVE, namely:

8. EMOTIONAL INTELLIGENCE (Mindfulness / Stay in the moment)

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Establishing Action Plans

There are two types of people: Those who do the work and those who take the credit. Try to be in the first group; there is much less competition there.

Indira Gandhi

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BE PROACTIVE

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THE SEVEN HABITS OF HIGHLY EFFECTIVE PEOPLE

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1. BE PROACTIVE

Don't be afraid to take a big step if one is indicated.

You can't cross a chasm in two small jumps.

David Lloyd George

THE SEVEN HABITS OF HIGHLY EFFECTIVE PEOPLE

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1. BE PROACTIVE

... KNOWING WHERE YOU STAND ...

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... KNOWING WHERE YOU STAND ...

**Evaluate the constraints and
opportunities currently within
YOUR business**

... KNOWING WHERE YOU STAND ... WHERE YOU WANT TO GO ... THEN, DEVELOPING A STRATEGY TO GET THERE ...

Business Strategy is...

Enduring competitive advantage that provides above average returns

Knowing where you stand

Evaluate the constraints and opportunities in the business' environment:

- Macro environment
- Industry / segment characteristics
- Competitor profiles
- Customer profiles
- Business strength
- Option analysis
- STRATEGIC SITUATION

Determining where you're going

Prepare a clear guide for those choices that establish the nature and direction of the business:

- Vision
- Mission & Values
- Service / Market scope
- Growth and financial guidelines
- Key capabilities
- STRATEGIC DIRECTION

Getting there

Establish the ways and means to co-ordinate and integrate the actions of business management:

- Implications for:
 - Organisational structure and responsibilities
 - Planning and control systems
 - Resource allocation
 - Acquisition and divestments
- Responsibilities for strategic action
- STRATEGIC OPERATION

THE SEVEN HABITS OF HIGHLY EFFECTIVE PEOPLE

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BEGIN WITH THE END IN MIND

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THE SEVEN HABITS OF HIGHLY EFFECTIVE PEOPLE

Dr Stephen R. Covey

2. BEGIN WITH THE END IN MIND

**Let fear advise you of the facts but
never let fear determine your reactions.**

James Rohn

THE SEVEN HABITS OF HIGHLY EFFECTIVE PEOPLE

Dr Stephen R. Covey

2. BEGIN WITH THE END IN MIND

**... Create a vision for your business and
for yourselves ...**

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... Create a vision for your business and for yourselves ...

- ✓ Determine where you want to take the business or what you want to achieve.**
- ✓ Establish a clear mental picture of your goal / vision.**
- ✓ Understand the importance - to you and the team - of reaching that goal.**
- ✓ Prepare a clear guide for those choices.**

NOW

Let's start the task of creating a realistic, yet challenging, vision
for **YOUR** business

Don't forget ...

- You spend a fair bit of your life with your work colleagues.
- The team needs your active support to achieve success.
- Success breeds success ~ and it can become habit forming.
- It's not just about the business ~ it's about your own future.

... Have fun !!!

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THE SEVEN HABITS OF HIGHLY EFFECTIVE PEOPLE

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PUT FIRST THINGS FIRST

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THE SEVEN HABITS OF HIGHLY EFFECTIVE PEOPLE

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3. PUT FIRST THINGS FIRST

**What we can conceive
and believe ~ we can
achieve.**

Lisa McInnes-Smith

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THE SEVEN HABITS OF HIGHLY EFFECTIVE PEOPLE

Dr Stephen R. Covey

3. PUT FIRST THINGS FIRST

... Establish a SMART action plan ...

... Establish a SMART action plan ...

**Specific, Measurable, Achievable,
Realistic and Time-framed
actions that you believe will assist
you to achieve your goals.**

... Establish a SMART action plan ...

GETTING THERE

GETTING THERE ~ THE 'HOW TO'

- Establish **4 to 6** key areas of measurable **performance** that is fundamental to achieving and maintaining your business vision.
- Briefly define each key area of performance. (Strategic Thrust) (**KPI**)
- Assign **4 to 6** key activities that are **critical** to the success of achieving each defined performance indicator. (Strategic Focus) (**CSF**)
- Create **4 to 6 SMART actions** for each critical success factor.
- Review your action plan, re-commit to achieving your business vision and immediate goals, re-affirm your key performance indicators, critical success factors and **IMPLEMENT** specific, agreed and individual actions immediately.



VISION

To be the consultancy of choice in creating value for our clients whilst delivering cost effective, innovative, timely and professional support in business coaching, technical appraisal, marketing and strategic planning.

THROUGH

- **Delivering value**
- **Understanding our clients' needs**
- **Utilising outstanding communicative and interpersonal skills**
- **Ensuring technical competence and professional excellence**
- **Exhibiting a high degree of integrity**
- **Working safely and caring for others**

What do I mean?

•Delivering value

To demonstrate that we create value for our customers and respond to their needs through clear understanding and precise communication.

KPIs:

- Repeat business
- Referrals
- Positive feedback
- Conformance to budget

Targets:

- Measure customer satisfaction
- Initiate open communication
- Create account plans
- Implement continuous improvement

•Understanding our clients' needs

To ensure that we listen attentively, communicate precisely, actively synergise and regularly seek feedback on our clients' overall satisfaction with our performance.

KPIs:

- Approved account plans
- Account plan conformance
- Positive feedback
- Repeat business

Targets:

- Initiate synergistic communication
- Gain approval of account plans
- Ensure performance delivery
- Monitor customer satisfaction

•Utilising outstanding communicative and interpersonal skills

To create an innovative working environment where trust, respect, open communication, synergy and personal growth are the normal expectation ~ and reality ~ for all involved.

KPIs:

- Positive feedback
- Number of mentoring requests
- Timely outcomes – to plan
- Adoption of account plans

Targets:

- Seek to understand other people's point of view
- Encourage innovative and proactive participation from all involved
- Create account plans that utilises input from other people
- Ensure recognition of other's effort/s

•Ensuring technical competence and professional excellence

To demonstrate that we maintain the highest level of technical expertise and professional standards ~ relative to our particular customer base ~ through the conduct of our business.

KPIs:

- Establish an annual, effective and customer recognised, training plan
- Conformance to plan
- Creation of innovative and adding-value account plans
- Positive feedback

Targets:

- Attendance at technical seminars, conferences and training sessions
- Attendance during customer training sessions
- Participation in industry and institute functions
- Reading key business books and technical articles

•Exhibiting a high degree of integrity

To be acknowledged as displaying and maintaining the highest standards of personal and professional behaviour, where illegal, unethical and immoral acts are unthinkable and totally unacceptable.

KPIs:

- Compliance with regulatory and professional standards
- Conformance to the highest standards of business ethics
- Conformance to clients' trust and confidentiality
- Client loyalty

Targets:

- Determine regulatory and professional standards
- Monitor conformance and ensure compliance
- Ensure commitment to confidentiality at all times
- Seek feedback from clients

•Working safely and caring for others

To adopt as an attitude ~ and promote ~ the concept of ‘No injuries to anyone, ever’ through understanding the risks, attention to work practices and constant vigilance of one’s own and other’s actions.

KPIs:

- No injuries to anyone involved with the business
- Compliance with all relevant statutory regulations
- Conformance to clients’ safety requirements
- Continuous training and performance improvement

Targets:

- Establish personal safety standards and ensure clear understanding
- Implement personal, client and regulatory safety standards
- Continuous measurement of performance
- Attend safety training and ensure understanding of all ‘site rules’

The things we need to plan for our success ...!!

•Delivering value

To demonstrate that we create value for our customers and respond to their needs through clear understanding and precise communication.

•Understanding our clients' needs

To ensure that we listen attentively, communicate precisely, actively synergise and regularly seek feedback on our clients' overall satisfaction with our performance.

•Utilising outstanding communicative and interpersonal skills

To create an innovative working environment where trust, respect, open communication, synergy and personal growth are the normal expectation ~ and reality ~ for all involved.

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The things we need to plan for our success ...!!

- **Delivering value**

Standards ~ Performance ~ Measurement ~ Continuous Improvement

- **Understanding our clients' needs**

Synergise ~ Relationships ~ Account Plans ~ Surveys

- **Utilising outstanding communicative and interpersonal skills**

Mentoring ~ Facilitation ~ Participation ~ Open Communication

- **Ensuring technical competence and professional excellence**

Image ~ Motivation ~ Personal growth ~ Continuous Training

- **Exhibiting a high degree of integrity**

Standards ~ Commitment ~ Measurement ~ Client Loyalty

- **Working safely and caring for others**

Understanding ~ Vigilance ~ Measurement ~ Training

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Establishing Action Plans

**The final examples for you to
consider before you do some
homework on the**

Vision and Action Plans

for YOUR business

Establishing Action Plans

Remember how to ~ **GET THERE** ~ here it is, once again ... !!

- Establish **4** to **6** key areas of measurable **performance** that is fundamental to achieving and maintaining your business vision.
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This is the end of the first session which I hope has given you some tools that you can start applying as you develop a SMART set of action plans, for YOUR business.

Good luck

