

## Tired of costly strategic planning exercises that seem to go nowhere?

I work with senior leaders, team members and other key stakeholders to identify, select, develop and implement strategic initiatives that are achievable, believable, measurable and actionable

*Have your strategic planning efforts been plagued by some of these problems?*

- Senior leaders seek limited (or no) input or buy-in from anyone outside their inner circle
- So-called strategies end up being little more than a slight tweaking of the status quo
- No one has given much thought as to how new strategies can be implemented
- Leaders underestimate the magnitude of change that successful implementation will require
- Accountability for implementation, measurement and tracking is ambiguous
- No one takes strategic planning initiatives seriously, since nothing ever happens as a result

*Now imagine a strategic planning process where...*

- All key stakeholders, internal and external, feel a shared sense of ownership for the successful implementation of new strategies
- People are clear how new strategies support the current mission and can enable the organization to achieve the agreed-upon vision
- Senior leaders commit to allocating the needed time and resources to creating, evaluating, implementing and communicating new strategic initiatives
- Everyone understands how and why certain strategic initiatives are selected, how the planning and implementation work will get done, and their respective roles
- People enthusiastically volunteer to help design, guide and implement the new initiatives

*Why do organizations stumble when it comes to strategic planning?*

- Leaders can't agree on the true meaning of "strategic"
- Senior leaders believe they know best; inviting more perspectives will slow down the process
- The organization has no process for transforming strategies into actionable ideas
- Leaders see strategic planning as a checklist item to complete as quickly as possible once a year
- Engendering enthusiastic participation for the strategic planning process is almost impossible

*Critical steps for success:*

- **Make a commitment to visible leadership support and sponsorship at the outset**
- **Create a strategic planning roadmap that shows the end-to-end strategic planning process and how the relationship to the organization's mission and vision**

- **Engage a broad representation of key stakeholders at various junctures**, including employees, managers, partners, clients, members, community representatives, vendors and others
- **Launch a far-reaching discovery process that's illuminating and efficient, using a combination of in-person and online** interviews, focus groups and online conversations
- **Ensure agreement on your mission and vision to be used as the anchor for your new strategic initiatives**
- **Brainstorm potential strategic initiatives, agree on selection criteria, and start with a handful of new initiatives for further exploration**
- **Assign small-group subteams and an executive sponsor to flesh out new ideas to put forth**
- **Senior leaders select a few strategic initiatives as a start, communicate the criteria and rationale, and clear any hurdles to implementation**
- **Establish clear accountability, track progress against agreed-upon metrics, and then communicate, promote, and celebrate your results**
- **Establish a continual process for generating, vetting, and implementing new strategies**

### *Why me?*

I have two decades' worth of experience facilitating end-to-end strategic planning processes for senior business leaders across all industries. I know how to blend in-person and online conversations to incorporate and synthesize a wide range of important perspectives in a way that's respectful, illuminating and efficient. I am a seasoned facilitator who is equally comfortable facilitating brainstorming sessions, consensus-building discussions and action-planning meetings, whether virtually, in person or in a hybrid world. I understand the cost of selecting strategic initiatives without a plan for implementation is fruitless, which is why I build a plan for implementation as an essential part of all strategic planning engagements.

### *Taking our first step together*

Let's schedule a 30-minute discovery call at your convenience to see how we can work together to map out a strategic planning process that results in actionable ideas that can truly transform your organization. You can use my [automated scheduling system](#) or simply email me with a few times and days that work for you, and I'll send a meeting confirmation with a Zoom link.