

Is Your Strategic Plan EFFECTIVE?

10 WARNING SIGNS IT MIGHT NOT BE

SHARED THOUGHTS FOR TURNING VISION INTO ACTION

Is your organization achieving everything you want it to achieve? Many organizations have all the right ingredients for overwhelming success, yet for some reason the recipe they're using hasn't yielded the results they desire. The culprit may be the recipe itself, better known as your strategic plan.

CHALLENGES OF STRATEGIC PLANNING

As a business leader, you probably devote time each year to planning. Nearly every business leader and their core team do, but few have truly effective plans that help their organization achieve its goals. Why? There are two primary reasons.

1. Many leaders treat strategic planning as an annual event rather than an ongoing activity. It feels good while doing it, but then everyone returns to the "real world" and does not apply what was learned to their day-to-day decision making and taking action.
2. Managers struggle with translating the plan into practical application. More often than not, these strategic plans find their way to a shelf rather than becoming an integral part of the organization's operation.

10 SIGNS YOUR PLAN HAS A PROBLEM

Many leaders have an intangible sense that their business is not achieving its greatest possible results. Yet because their organization is generally successful, they don't realize that an ineffective strategic plan is the issue.

Here are 10 warning signs that your strategic plan is not as effective as it could be:

1. Everyone is pulled in different directions working on multiple goals.
2. Employees know what to do and how to do it, but they aren't actually doing it.
3. There's a high level of enthusiasm but a low level of accomplishment.
4. Major projects never seem to get completed.
5. Your team declares a task or project complete, but experience tells you it's not quite at the finish line.
6. Employees are invested for the short term but seem to lack long-term commitment.
7. There are several strong people on the team but they cannot overcome the obstacles that stand between your business and a dramatically better future.
8. You know your team cares, yet they seem tired or not motivated.
9. Your team has a long term vision and works hard on immediate challenges; however, the two efforts don't seem to be tied together.
10. You have a vision, but not everybody shares it (either your leadership team or your employees don't seem to be on the same sheet of music).

If one or more of these challenges describes your experience, it's time to revisit your strategic plan.

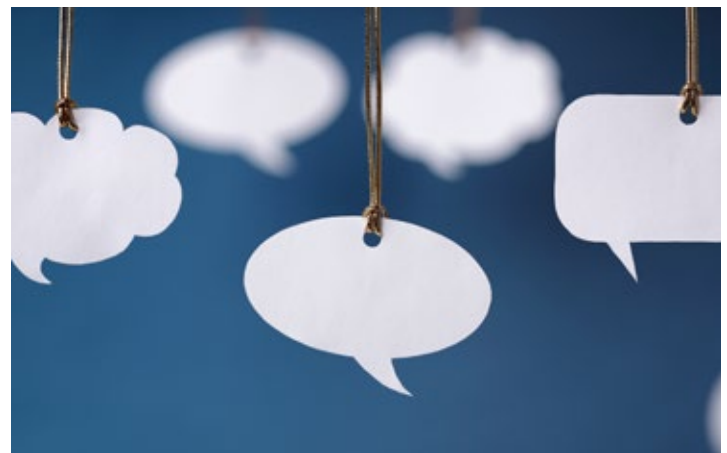
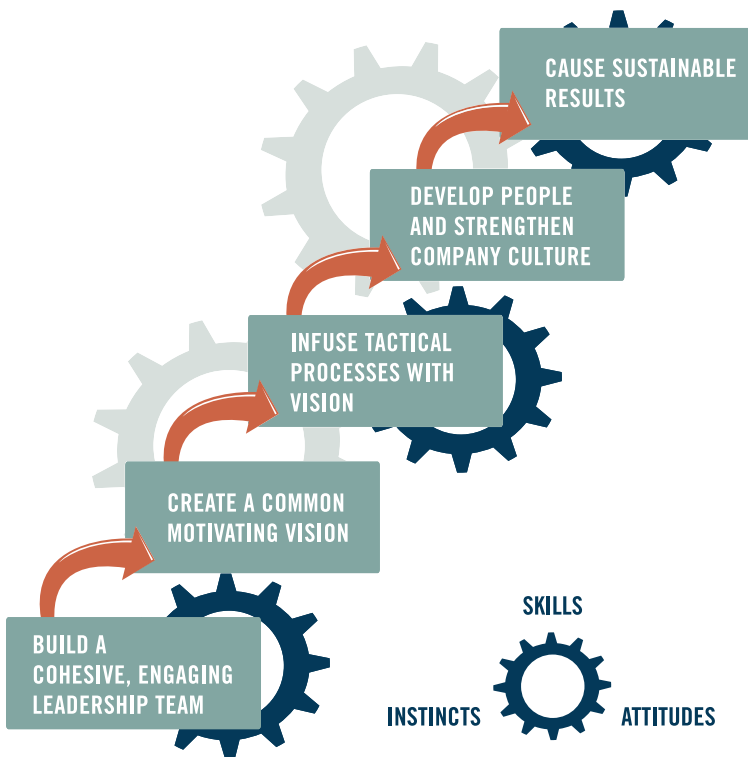
GETTING TO WORLD CLASS RELATIONSHIPS AND RESULTS

There's no foolproof secret formula for a great strategic plan, but there are a few common elements that can put you on the path to success.

A good plan addresses the following areas:

- Purpose
- Mission
- Values
- Vision
- Key SMART Goals
- Strategies
- Action Plans
- Monitoring Process
- Communication Plan

A truly effective plan is one in which each of these elements is not only identified on paper during a planning session, but also incorporated into the daily life of your business and re-evaluated on a regular basis. Beyond simply listing these elements, your strategic plan should enable you to follow this critical path to organizational success:



Not sure how to solve the weaknesses you've identified in your strategic plan? We can help.

At Applied Vision Works, we're guides and partners committed to helping you see more clearly so that you can achieve the future you're envisioning. We're not consultants that perform an intervention and leave; we're partners committed to helping you succeed long term.

We help with benchmarks and have regularly scheduled sessions to ensure that your strategic plan isn't just sitting on a shelf. In our experience working with businesses of all sizes in a variety of industries, we know what causes the 10 indicators listed above and we can get into the trenches with you to implement the best solution.

If you're ready to achieve results that are even greater than you thought possible, call us at 800-786-4332, ext. 108 or email us at jsabatini@appliedvisionworks.com.



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