



### Outcomes

- ▲ Defines the organizations purpose
- ▲ Creates realistic expectations of what is achievable
- ▲ Helps communicate goals to constituents
- ▲ Develops ownership
- ▲ Creates most effective use of resources
- ▲ Creates a base for measurement, change, and how progress can be measured
- ▲ Builds consensus about where the organization is going
- ▲ Allows for focus on efficiency and effectiveness
- ▲ Bridges organizational gaps and builds strong teams in the board and in staff
- ▲ Produces great satisfaction in those involved around a common vision
- ▲ Increases productivity from improved efficiency and effectiveness.
- ▲ Solves major organizational problems

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## Strategic Planning

for Senior Managers & Executives

***"If you don't know where you're going, any road will take you there."***

George Harrison

Many organizations spend most of their time "fighting fires" in the workplace. Their time is spent realizing and reacting to problems. For these – and probably for many of us – it can be very difficult to stand back and take a hard look at what we want to accomplish and how we want to accomplish it. We're too busy doing what we think is making progress. However, one of the major differences between new and experienced managers is the skill to see the broad perspective, to take the long view on what we want to do and how we're going to do it. One of the best ways to develop this skill is through ongoing experience in strategic planning.

The Fulcrum Group's goal in working with you on a Strategic Planning project is to:

- ▲ develop or clarify a clear and compelling vision
- ▲ create a focused set of strategic goals
- ▲ create a culture that achieves the company's aggressive aims by harnessing the talents of its employees

The Fulcrum Group offers several different types of Strategic Planning methods, each with its own unique process:

**Introductory Strategic Planning** - meant for small and medium sized organizations that have not had much strategic planning and are not looking further ahead than one year. The plan is usually carried out by top level management.

**Goal Based Strategic Planning** - Many organizations that have already undergone some strategic planning (or completed introductory planning), often look for a more comprehensive and effective planning process, as it relates to overall organizational goals. This type of plan is multi-year, multi-phased, and is monitored on an ongoing basis.

**Strategic Alignment** - This type of process is used by organizations that need to 'fine-tune' their organizational strategy. Organizations will often need to realign resources, and operations over time to ensure they continually fit the mission statement and are headed toward preset goals.

**Scenario Planning** - This strategy is often used along with another strategy in 'checking all angles' to test other external forces and the impact they might have on the organizational strategy. This might include new regulations, new competitors, technologies, and economies. This planning process would develop models and contingencies in case a future response to change would be required.

**Traditional Strategic Planning** - Most organizations are familiar with or use a traditional or 'self-organizing' planning process. This can include investigating the external environment, conduct SWOT analysis, identifying priorities and plans, and developing specific strategies to address these plans.