



# MONDAY MOTIVATOR

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MANAGEMENT CONSULTING GROUP

WILL ROBERTSON / JAY McDOWELL

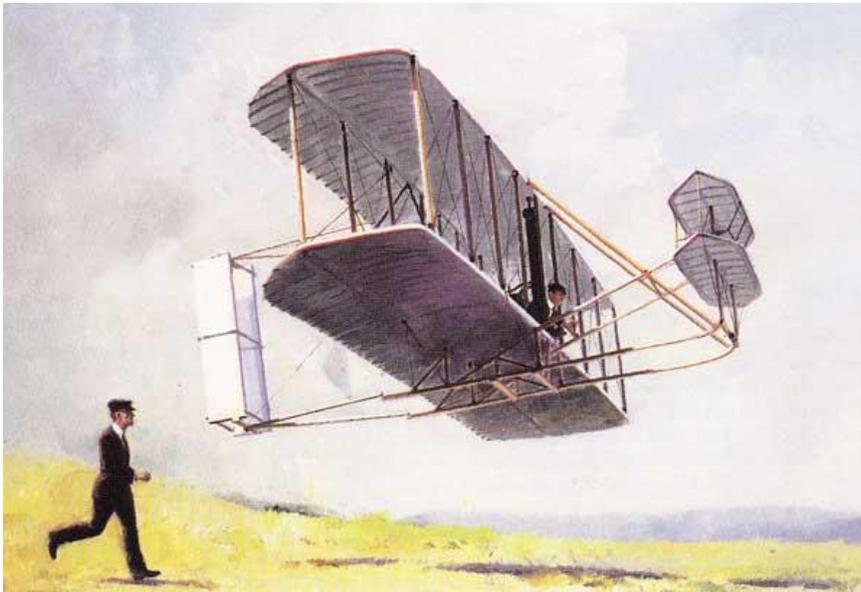
[Will@PS-MCG.com](mailto:Will@PS-MCG.com) [Jay@PS-MCG.com](mailto:Jay@PS-MCG.com)

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## Strategic Planning System

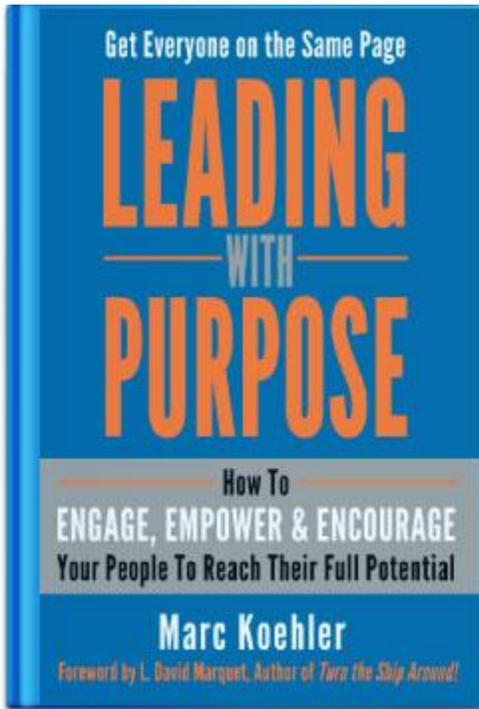
Imagine living in a time where automobiles are the most advanced technological device that existed and bikes were the preferred method of transportation. This was well before GPS and 4G cell phones. This was a period where the only things flying in the sky were birds and insects. Can you imagine staring in the sky as you play with a toy helicopter, in your bicycle shop and decide you want to make a machine that will fly in the air like the birds do?



To put this in context, wanting to build an airplane during this period of time is like saying that you want to build your own teleporter that zaps you directly to work. It sounds insane. The Wright brothers were also considered nuts. These two gentlemen either had guts or were suicidal; it depended on who you asked.

As I think of the inventions that the most brilliant minds of this world have created, none of them impress me as much as the airplane. Whenever I see an airliner on final approach for one of our many regional airports, I'm always struck at how mankind has managed to perfect a machine that moves hundreds of people at one time from one place to another at nearly one thousand miles per hour. The airplane, unlike many other inventions, put the people who tried to create them in a great deal of danger. If you made a plane that did not successfully fly, you crashed. There were no front and rear airbags to cushion your fall. There was nothing but wood hitting the ground followed by people dressed in black talking about your greatest accomplishments. In other words, these gentlemen were building a most elaborate way to commit suicide if they calculated incorrectly. Strategic planning was needed and a lot of it.

What is meant by the words “strategic planning?” According to one dictionary, strategy is “A method or plan chosen to bring about a desired future, such as the achievement of a goal or solution to a problem.” If you are running a small business strategy is one of the more important areas of your mental focus. You and your team already know how to handle the day to day tasks of running your business. It is the longer-term strategy that defines the future of your business including all facets of it.



Where would you start? One of the key foundation tools we use here at Performance Strategies is called Leading with Purpose. One of our strategic partners / solution providers is the creator of this world-class project. All our clients get the benefit of this program as the starting place for our business coaching work together.

This online cloud based program is a blueprint for creating, writing, planning and taking action on any number of strategic goals for any number of departments in your company. Prior to using this online tool, we were using a paper based technique that was more like that early airplane the Wright brothers were using to prove that manmade machines really could fly through the air. Our clients love this new program and the key reasons can literally be summed up on a single sheet of paper.

One feature of our cloud-based strategic planning tool is the ability to have each of your key team members see on a single page what your company strategy is from a five-year vision down to a one year vision with quarterly objectives clearly stated. When all your key

team members can see the same plan you are seeing, you have a solid strategic vision, mission and action plan in place.

There are three steps to our program that help any small business organize around a single vision that is shared with all members of the team accountable for making the vision a reality.

1. Engage your people so they understand the difference they make in your company.
2. Empower your people so they can help guide your company from where you are today to where you say you want to be in the future.
3. Encourage your people as they take the strategic journey with the founders and owners of the business from now to one year, or even five years from now.

We start with what we call your “brand purpose.” This is a 50-year vision of what you see as your brand purpose five decades from now. This is what your bigger picture, main reason for being in business is all about. You and your team define this and it gets added to your strategic plan.

From there we help your management team define the five core values that illustrate your foundation of community contribution. This is a clear understanding of a group of values that guide your company through good times and challenging times; a “corporate moral compass” is a good description of this collection of five values.



Now we work together on the bigger action plan... the ten-year goal that we call your “blue sky vision.” Then we work on the long-term (5 year) goals that help you decide on your key focus points for getting your company to where you want it to be in order to reach your blue-sky vision. These include high altitude plans for planning, logistics, manufacturing, staffing, HR, finance, sales, marketing, customer service, regulatory compliance, automated systems for supporting the revenue side of your ledger, and the training, testing

and certification to support all this. This is where the REAL work gets done in strategic planning. This step alone can require an entire day at our executive briefing facilities in Orange County, Ca.

Once you and your key team members have agreed on the actions that must be done to realize your blue-sky vision ... the ten-year goal, we turn our collective focus on your long-term, five-year goals. These goals focus on what and where you want your company to be in five years.

From there we then place our collective focus on annual goals. These are goals you want to achieve in the next 12 months. They can include everything stated in the prior paragraphs but with a one year focus, not a longer-term strategy alone. Naturally, such objectives are going to be broken down into areas of focus called quarterly goals.

Quarterly goals are where the real work gets done. There’s not a lot of room to hide behind the plan. Everyone is accountable. Also, everyone can see what the rest of the team sees.

One of the key features of our system is that it updates every participant every Monday morning. If any changes, updates, deletions or additions were applied to the plan, everyone is notified. This is the same system that creates the Fortune 500 companies where vision, mission, strategy, tactics and execution are all orchestrated to create the businesses that power the world.





The quarterly goals are usually set down by departments, but can be about large tasks as well. When quarterly goals are visible to all it's much easier to stay focuses on achieving the goal that it would be with just a vague idea of what the team agreed was the goal weeks ago. As they say, you can't expect what you don't inspect.

Part of the magic in our strategic planning tool in the ability to edit goals, mark them completed or alter the particulars that apply to the goals. Again, any change to any goal is reported to all the team members at the same time. This allows the entire team to see and react to the progress or lack of it in a purposeful, targeted way to keep the company on track.

In summary, just knowing what you want is a step in the right direction. Writing it down is another leap of professionalism. And getting your whole team involved, engaged, in agreement and on purpose is the height of business performance strategies. If you or someone you know is running a company and can use some focus on strategic planning, have them give us a call. Our associates wrote the book on how to do this right.



## STRATEGY + PLANNING + ACTION = RESULTS!

Will Robertson, Founder / CEO and Jay McDowell, President / MBA are doing business as Performance Strategies as of Jan. 1, 2017. Our offices are located at 1231 E. Dyer Road, Suite 215, Santa Ana, CA 92705. You can reach us at 562-577-7000. Our web site is [www.PS-MCG.com](http://www.PS-MCG.com) Our E Mail addresses are: [Will@PS-MCG.com](mailto:Will@PS-MCG.com) and [Jay@PS-MCG.com](mailto:Jay@PS-MCG.com)



Will Robertson, Founder / CEO



Jay McDowell, President / MBA

Our consulting and coaching focus supports management, sales, customer service and operations. Included are sales and management assessments and surveys as well as leadership, teambuilding, sales operations efficiency and online tracking projects. Our other team members bring additional disciplines as well. We will showcase them in future editions of this business journal. We are all committed to driving the results you want.