



MONDAY MOTIVATOR

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MANAGEMENT CONSULTING GROUP

WILL ROBERTSON / JAY McDOWELL

Will@PS-MCG.com Jay@PS-MCG.com

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562-577-7000

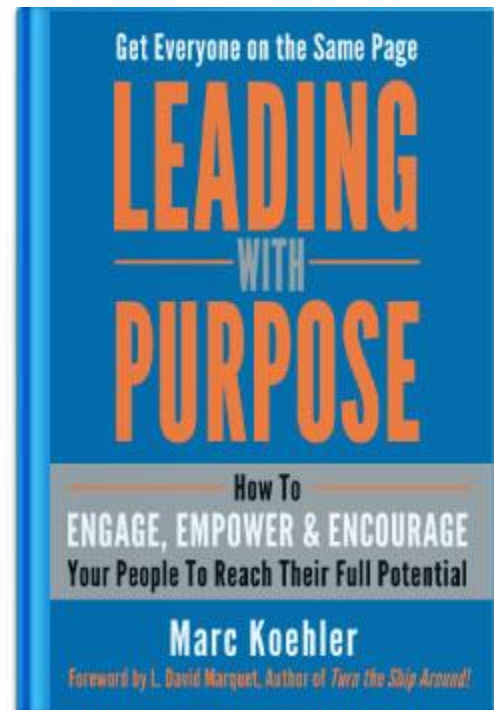
STRATEGIC PLANNING

Strategic planning has a purpose far different than just planning alone. Business owners know that there are short-term, mid-term and long-term planning requirements, but many times are not sure what the differences are. Short-term usually involves processes that show results within a year. Companies aim medium-term plans at results that take several years to achieve. Long-term plans include the overall goals of the company set four or five years in the future and usually are based on reaching the medium-term targets.

Here at Performance Strategies we utilize an online planning application that is the best we've seen anywhere. It is called Leading with Purpose and was created by one of our strategic partners, Marc Koehler. Not only do we use this very capable program for all our clients, we use it to guide our own coaching / consulting company as well.

Why have a "program" for strategic planning at all? Most business owners rarely have a business plan, let alone a strategic plan. A business plan is the blue print for how you plan to build, expand and exit your business while a strategic plan lays out the details of how you're going to do it. We start all our clients down this path and want to share with you why, how and what the benefits are. If you are interested in having every employee or team member

1. Engaged around a common vision and a shared purpose..
2. Treating the company or the mission as if it were their own..
3. Clearly understanding their specific role..



4. Managing the day-today chaos.. AND staying focused on the goals that matter most, then Strategic Planning is where you need to start.

Lead with Purpose is a process dedicated to helping people lead more purposeful and inspiring lives by addressing the #1 challenge for every CEO and business owner today - How to create an engaged team of people that are on the same page, passionate about what they are doing, and focused on what matters most. The company was formed by Marc Koehler to share his blueprint for leadership success and help others get to success faster. The blueprint was born out his 30+ years of leadership experiences and trials Marc had in US Navy Nuclear Submarine Force, in large companies, and as a small business turnaround CEO/COO.

So, where do you start on your path to strategic planning? First, it helps to know what you want. What are you trying to achieve? Are you sure about this? Like most strategic efforts, there are many moving parts and all must synchronize to produce progress. But if you're serious about strategic



planning you must know what those moving parts are. Our process for strategic planning begins with a survey of your company. We start with your organization chart (org chart). Who oversees what? Who reports to whom? What are their duties? How is their progress measured? Once this data is agreed upon we turn our focus to goals and objectives.

It's not enough to have a rough idea of what your organization mission is. You must also have time and task management tied to accountability. As our president Jay McDowell likes to say, "There are three things nearly all our clients are challenged with; they are time management, task management and accountability."

Once you understand the scope of your company strategy you can focus on what you want to accomplish, how you plan to do it and who is accountable for getting it done.

This is where strategic planning meets purpose, intent and commitment

Marc Koehler says "People fall in love with their work when they feel it is meaningful and relevant. The most successful leaders are able to craft a big picture long-term inspiring story of the reason the company exists (Leadership) along with what everyone's role is short-term in making the story come true (Management)." We agree! This begins with your willingness to empower your employees or team members to step up and take responsibility for the outcome of their decisions.

It helps if you make the decision to get out of the day-to-day decision making and realize that your employees can and should be part of the same mission you are engaged in. In well-structured strategic planning, employees have a hand in creating a prioritized list of up to five quarterly goals (90 days)

that each clearly link to annual goals (1 year) which link to a long-term goal (5 years) and ultimately to the inspiring vision (10 years) and Brand Purpose (50 years). You can give more responsibility and authority to engaged and focused employees because they take more ownership and understand the importance of accomplishing their goals. They not only see the big picture, they get to OWN it!

Think of the greatest accomplishments in human history. What would it take to get two hundred thousand people to drag and push 2,300,000 stone blocks, weighing an average of 2.5 to 15 tons each



to build the largest pyramid ever built? This 481-foot-high structure was built over a period of ten years by an estimated 200,000 men divided into teams of 20,000. How would you plan this strategy some 2,500 years B.C.?

This effort makes our modern-day challenges seem like a scouting trip in comparison, yet it did get done and stood as the largest human made structure for over 3,800 years. Obviously, there was someone, likely many managers, in charge of strategic planning.

Strategic planning is an organizational management activity that is used to set priorities, focus energy and resources, strengthen operations, ensure that employees and other stakeholders are working toward common goals, establish agreement around intended outcomes/results, and assess and adjust the organization's direction in response to a changing environment. It is a disciplined effort that produces fundamental decisions and actions that shape and guide what an organization is, who it serves, what it does, and why it does it, with a focus on the future. Effective strategic planning articulates not only where an organization is going and the actions needed to make progress, but also how it will know if it is successful.

The strategic management process is about getting from Point A to Point B more effectively, efficiently, and enjoying the journey and learning from it. Part of that journey is the strategy and part of it is execution. Having a good strategy dictates “how” you travel the road you have selected and effective execution makes sure you are checking in along the way. On average, this process can take between three



to four months. However, no two organizations are alike and you may decide to fast track your process or slow it down. Move at a pace that works best for you and your team and leverage this as a resource. For more of a deep dive look into each part of the strategic planning phase, give us a call at Performance Strategies, Inc. 562-577-7000 or visit our web site at www.ps-mcg.com and request a NO CHARGE review session to see what your options are. We will show you what our own strategic planning looks like so you can judge for yourself if our system will work for your business.

In summary, consider this – if you could somehow get your entire strategic plan to fit on just one page that all your team members have a part in creating, would this help your company move the needle to the success you want? Let us show you how it works in person and perhaps even make THIS step the first step in your strategic planning. We can meet you at your office or here at the Coaching Center of Orange County.



Considering the best way to navigate the transition or exit from YOUR business? Start with your trusted business or executive coach. By taking this free 22-question, multiple choice online assessment, you will get a 12 page summary report showing you how prepared you are for such a move. You'll learn about your preparedness in the areas of financial, planning, revenue and profit, and operations. When you get your report give us a call and we'll go over it with you at no cost to you. Sometimes it's a confirmation that

you have all your ducks in a row and sometimes it's a reminder that a few details need your attention. In any case, it's a great snapshot of your personal business transition or exit readiness. For your FREE assessment and 12-page summary report: <http://www.exitmap.com/ps-mcg/>

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

Our consulting and business / executive coaching focus supports leadership, management, sales, customer service and operations. Included are sales and management assessment surveys as well as leadership, teambuilding, sales operations efficiency, business

transition or exit strategies and online goal tracking projects. Our other team members bring additional disciplines as well. If you have editorial content and would like to be featured in one of our business journal editions drop us an email with your ideas. We may showcase you in future editions of this business journal.



Will Robertson, Founder / CEO



Jay McDowell, President / MBA