



## **Strategic Planning: A Roadmap to Follow for the Future**

### **Introduction**

Peter Drucker observed that strategy is any commitment of present resources to future expectations.

Strategic Planning involves both "futuring" and "visioning". Futuring is identifying still emerging market opportunities and threats and aligning them with internal capabilities. Visioning involves preparing the organization to adapt in order to compete in the long term.

"Strategic thinking includes carefully examining the external and internal environments of the organization and deciding the best approaches (or strategies) needed to always ensure a good fit between the internal and external environments." McNamara, "Field Guide to Nonprofit Strategic Planning and Facilitation", 2003)

All organizations, regardless of size and maturity, for profit or non-profit, need a thoughtful plan to address the future.

### **What is Strategic Planning?**

Strategic Planning is the process by which the operational and governing bodies of an organization develop goals, and strategies to meet those goals for the future.

It involves these CORE realizations:

- The external environments change more quickly than internal factors
- The environment is uncertain
- The environment is not indifferent to the organization
- The environment is continually changing
- Financial measures are a measure of the past; the organization needs to ask WHY it happened

In the process of Strategic Planning the organization will examine different perspectives: How will we they look to their stakeholders (Financial); how they must look to their customers/clients/patients (Customer); at what internal processes they must excel (Internal); and how can the organization learn and improve? (Learning and Growth).

### **What is the Process of Strategic Planning?**

Guided by Core Corporate Consulting, the process of Strategic Planning involves identifying the organization's vision, values and purpose, surveying/validating/reviewing the current strengths, weaknesses, opportunities and threats, identifying and gaining consensus on top issues, selecting strategic goals, and monitoring and measuring results. Strategic Planning will help you to assess where you are now, where you want to be, and develop a roadmap on how to get there.

The process begins with identifying, modifying or confirming the organization's Mission. A shared purpose contributes to making work meaningful for employees and attracts, motivates, inspires, provides guidance and helps retain the best people. Core Corporate Consulting will then help you look at the interrelationships between the data collected in the strategic planning process and to find ways to maximize strengths to capitalize on opportunities, use strengths to minimize threats, conquer weaknesses by using opportunities, and minimize weaknesses and avoid threats. It will help identify your core goals and develop strategies to reach them.

## **CORE Benefits**

- Clear focus and alignment of resources for organization
- Build strong teams
- Improve satisfaction and understanding of staff
- Solve major, complex problems in the organization
- Improve customer/client relations
- Improve credibility and image

Getting to the CORE of your business or mission, we can help you develop a plan for sustainable growth, provide support to improve productivity, nurture and develop leadership, and develop systems to assure continuity. Core Corporate Consulting, using best practices in the industry, can help develop strategic responses to risks.