



The Strategic Planning Group's
STRATEGIC MANAGEMENT PROCESS (SMP)
Facilitated Workshop

This schematic is an illustration of our flag ship strategic planning process. It starts with a process that will confirm the vision statement (or ratify it) and/or create a mission statement and then works sequentially through a disciplined process to identify strategic business options, critical success factors, customer and business review, gaps in the CSFs and culminating in identifying strategic opportunities. The first portion of this process results in a strategic framework for the business. This sets the direction for the organization.

The second part is designed to develop the tactical portion of the plan including objectives, current activities, new initiatives and unproductive activity that need to stop. Finally, key performance measures for each CSF are determined.

The unique aspect of this process is how the strategic elements are directly linked to practical activities which result in an integrated plan. This “drill down” process ensures that the plan is dynamic and focused on those elements that will generate impact for your organization. This process is time-efficient and can be completed over a six week period (pre-planning through to output) thus minimizing the so-called planning pain experienced by most planning exercises.

