



STRATEGIC SOLUTIONS



Strategic Planning Is Often Not Strategic at All

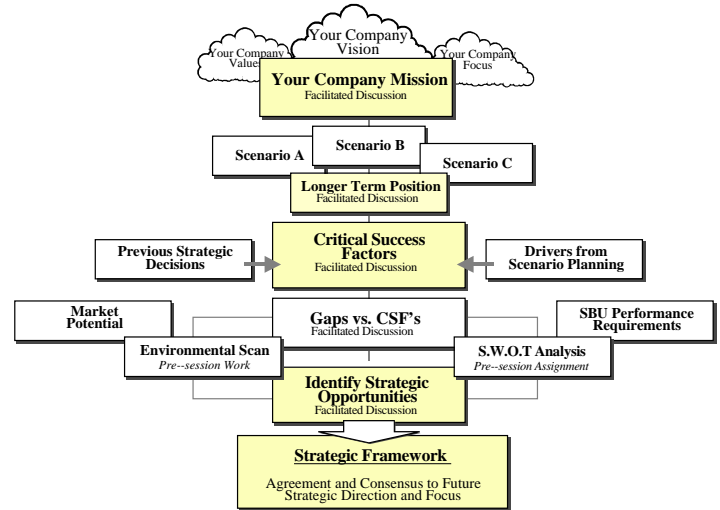
Completion of the strategic framework requires a clear set of defined opportunities within each CSF. It may be Marketing, Sales, Manufacturing, Field Operations, Technology, Supply Chain, Human Resources or any other major operating unit, the major future opportunity now needs identifying. If the gaps are the shortcomings of the past, the opportunities now are the great challenges and new stepping stones to the future.

Strategic opportunities in all key areas need to be prioritized according to the size of the gap in each CSF. This priority setting nurtures an ordered focus and an enterprise-wide agreement on the key areas of significance. There should be no disagreement here if the process is conducted properly.

This process with its vision, long term targets, CSFs, environmental scan, gap analysis and opportunity statements will bring forth *a strong strategic focus* on planning. Moreover, this can all be done quickly in a workshop environment with proper preparation and a strong facilitator. Attempting this all internally is another recipe for disaster.

The process can be invigorating, energizing and exciting. It's a shame strategic planning has gotten such a *bad rap*. Seeing a plan come together is inspirational; watching the rejuvenation of a company revived and energized, the result of good planning and great execution. And a good plan is only as good as its execution.

An Effective Strategic Framework



About

The Strategic Planning Group

The Strategic Planning Group (T.S.P.G.) is a **full service consulting firm** that can provide organizations with a wide range of advice, business tools and solutions. At T.S.P.G. our focus is on helping our clients solve their complex issues to realize their ultimate potential, whether we are assisting in a particular functional area or helping to set the overall strategy for the organization. Our full service approach combined with our commitment to helping clients realize their ultimate potential, results in an efficient and effective approach, creating great value for our clients.

We want to be more than just consultants. For us to be successful in helping you we need to understand how you operate and what challenges you are currently facing. We want to help you achieve your goals and your ultimate business potential. To accomplish this we must be trusted and objective advisors to our clients by contributing our knowledge, experience and thinking in ways that make a positive impact.

We are growing rapidly and on the leading edge of thought leadership with a goal to add value to our clients.

How to Reach Us

The Strategic Planning Group

258 Adelaide Street East, Suite 201

Toronto, Ontario M5A 1N1

Tel: (416) 366-4774 Fax: (416) 366-4775

www.tspg-consulting.com