

STRATEGIC DEVELOPMENT SEQUENCE 9/28/11

NEWEST TRG LEADERSHIP TOOL

"Practical Means for Dealing with Difficult Times"

This section of our site features business tools and planning considerations designed to assist leaders for whom "just keeping up" is not good enough. These notes focus on sequences of thought and action intended to enhance the positioning of your group, both on a long and short-term basis.

Each week additional sets of Tools on a wide array of business subjects will appear. Your input is requested as to which Tools might be of interest to you. Requests will NOT create any form of obligation on the Reader who makes the suggestion, but will help us understand which subjects are of general interest.

Please check back weekly to review the next tool. Visit our [LEADERSHIP TOOLS ARCHIVE](#) for previous tools.

STRATEGIC DEVELOPMENT SEQUENCE

"Planning" is the focused system of thought that establishes the forward-looking intentions of the leadership of an organized group. "Strategic Planning" is the combined effort of a designated cadre of the leadership of the group to determine what will distinguish the group at the end of a designated period of time, together with the steps to assure that the targeted outcomes are achieved.

This tool provides an Overview of the sequence of initiatives preceding, during and concluding the Strategic Planning Process.

STATEMENT OF OVERARCHING PURPOSE

- Mandate for Planning stated by General Leadership
- Targeted completion date

ESTABLISH CORE TEAM

- Designate the Primary LEADER
- Establish an Alternate Leader, to assure completion if the Primary Leader is forced to step aside
- Select Managers whose experience includes the range of knowledge necessary to cover the disciplines drawn from in the process
 - e.g. Financial, Technical, Client-Specific, Marketing/P.R.

SET OPENING SEQUENCE

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- Establish "Primary Principles of Interaction" (e.g. The immediate capture in writing of all options and outcomes arrived at during deliberation)
- Schedule of targeted development sessions
- Full Development Resources identified
- Full Working Team named (including technical and logistic support)

CLARIFY PRINCIPLES OUTCOMES

- Sought from planning
- Sought from related support activities
- To be accomplished by the Core Team and Working Team
 - By when?
 - To be approved by whom?
 - When?

IDENTIFY METHODS FOR

- Accumulating data
 - Client data
 - Primary Stakeholder data
 - Comparable data
 - Industry
 - Geographically based
 - Competitors
 - Financial history and projections
- Clarifying range of options
 - Use of plan
 - Working Sequence

DEVELOP RANGE OF OPENING CIRCUMSTANCES AND PERCEPTIONS

- Regarding previous planning outcomes
- Regarding understood pre-plan Mission
- Regarding previously discussed/documentated prospects for the future

SELECT "OWNERS" FOR EACH ELEMENT OF PLANNING DEVELOPMENT TO BE ENGAGED

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- Technical
- Positioning

CREATE WORKING LISTS OF

- Potential Outcomes:
 - Market or Internal Development prospects
 - Potential delivery / implementation options
- Potential Stakeholders:
 - Who will be affected by which prospective outcomes?
 - Who might be concerned that they will be affected by which prospective outcomes?
- Best options for ongoing interaction between Stakeholders and Planners

SET KEY CRITERIA

- Planning and Implementation Calendar
- Select final Format
- State near-term Prospects

DEVELOP FULL RANGE OF PROSPECTIVE GOALS AND OBJECTIVES

- With potential Ownership
- With projected Timing
- With Resources named
- Determine priority of each outcome named
- With preliminary view of all Priorities designated

DRAFT AS A WORKING PLAN

- Draft Plan with Intended Goals and Objective
 - With Measure, Calendar and Ownership
- Clarify Communication Sequence
- Run Stakeholder review of the Options developed
- Adjust and ratify as a Working Plan

DEVELOP NEXT STEPS

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- Set Scope of immediate and ultimate Communication

ONGOING COMMUNICATION

- Of what? By whom? To whom? How? When?

For additional information regarding STRATEGIC DEVELOPMENT SEQUENCE, please visit our [Contact Page](#) and send us an Email or simply call us directly during East Coast business hours on our toll free number 1.800.97-REGIS (1.800.977.3447).