



Get it ALL Done!

Planning for Strategy and Efficiency in Business



Objective:

To Understanding the systems and processes for working more efficiently in your business.

- Strategic Thinking
- Where are you today
- Where do you want to be
- Planning: Systems, People, Resources
- Implementation
- Evaluation and Control

Strategic Planning Process

Strategic Planning is...

- Rare
- Consequential
- Directive

1. Environmental Scanning
2. Strategy formulation
3. Strategy Implementation
4. Evaluation and Control

(Strategic Management: Hunger, Wheelen 2011)

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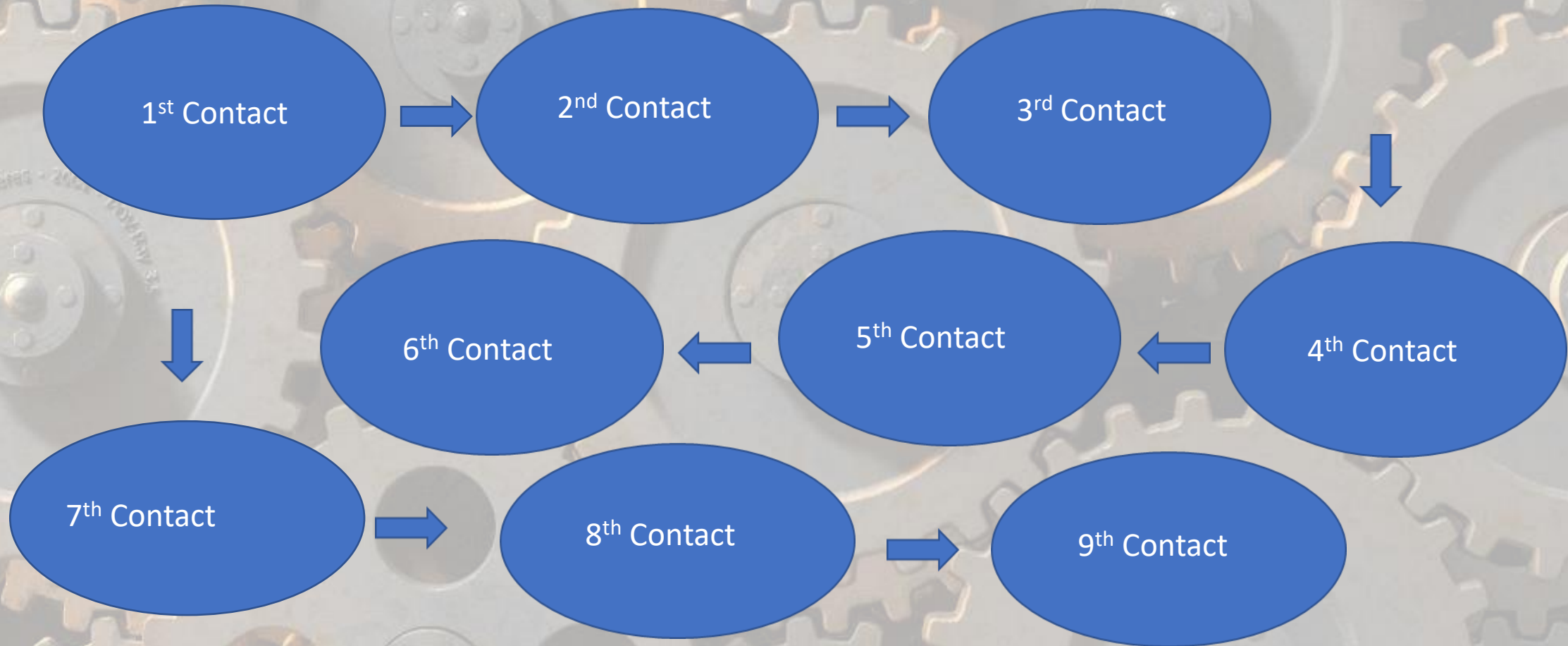
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The Environmental Scan

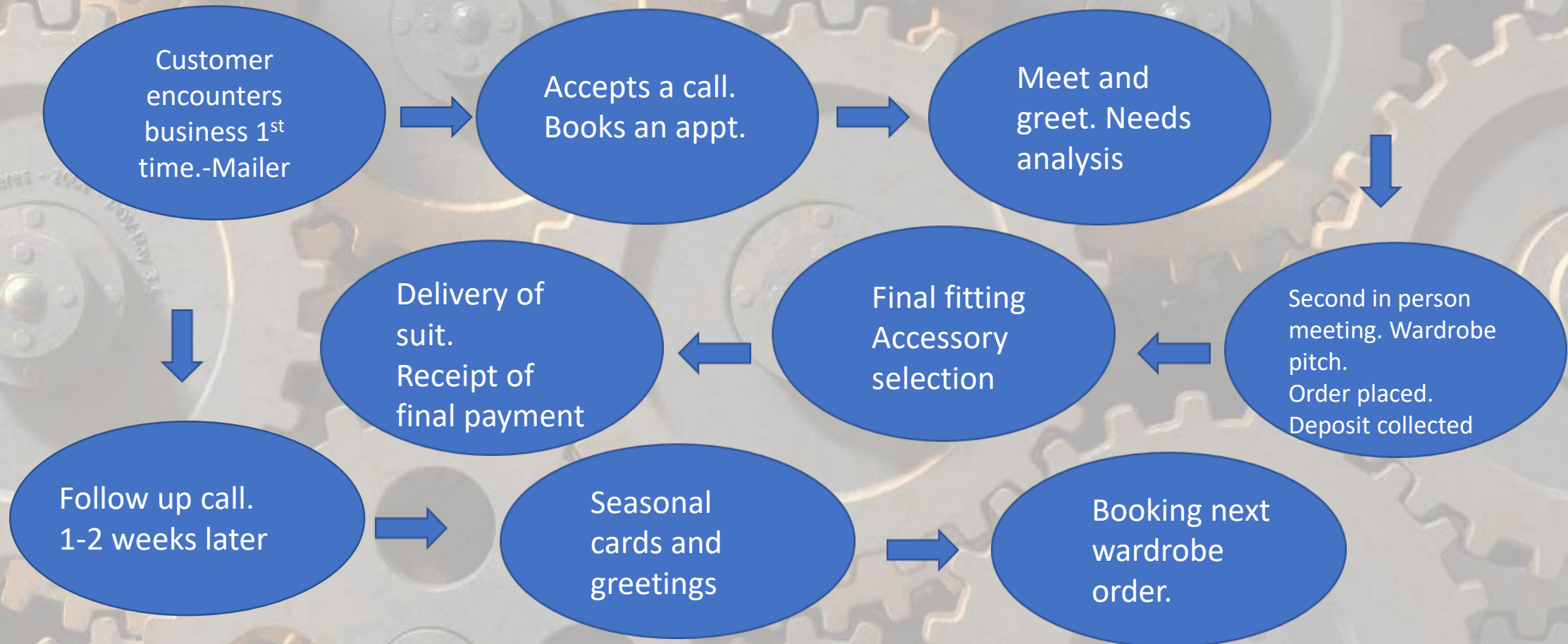
- Customer Process Flow

Customer Process Flow



What are the contact points you have with your customers from the beginning to the end of a transaction?

Customer Process Flow



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The background of the slide is a close-up, artistic photograph of numerous interlocking metal gears. The gears are made of a dark, possibly steel or cast iron, material with a slightly weathered or brushed metal finish. They are arranged in a complex, overlapping pattern, filling the entire frame. The lighting is dramatic, coming from the side, which creates strong highlights on the edges of the gear teeth and deep shadows in the recesses, emphasizing their three-dimensional form and mechanical nature. The overall tone is industrial and mechanical.

Your Customer Process Flow

- What systems are involved at each step in this process?
- How efficiently do you think they are working?
- What could you improve? How?
- What are the considerations?
- How will you know if they are working?

The Airport Test

- Assume it is 5 years from today
- You are at the airport waiting for a flight.
- You meet an old friend
- They ask, “How is your life?”
- You reply, “WONDERFUL!!!”
- What stories will you tell them about your wonderful life?

Strategy Formation: Systems

- The key to growth is to create systems.
- Systems that can be implemented by a person of the lowest minimum level.
- Identify the roles
- Develop systems
- Create scripts
- Document each step
- Start at the bottom, work your way up.

[Michael Gerber, The E-Myth Revisited.](#)

Strategy Formation: People

Are you a leader or a manager?

“Leadership is ultimately about creating a way for people to contribute to making something extraordinary happen.”

Alan Keith, Genentech

[The Leadership Challenge](#)

[Kouzes & Posner](#)

5 Practices of Exemplary Leadership

- Model the way
- Inspire a Shared Vision
- Challenge the Process
- Enable Others to Act
- Encourage the Heart



Think of a band...

- What does it sound like when warming up?
- What does it sound like when you give them a score, a conductor, lots of practice and a venue?



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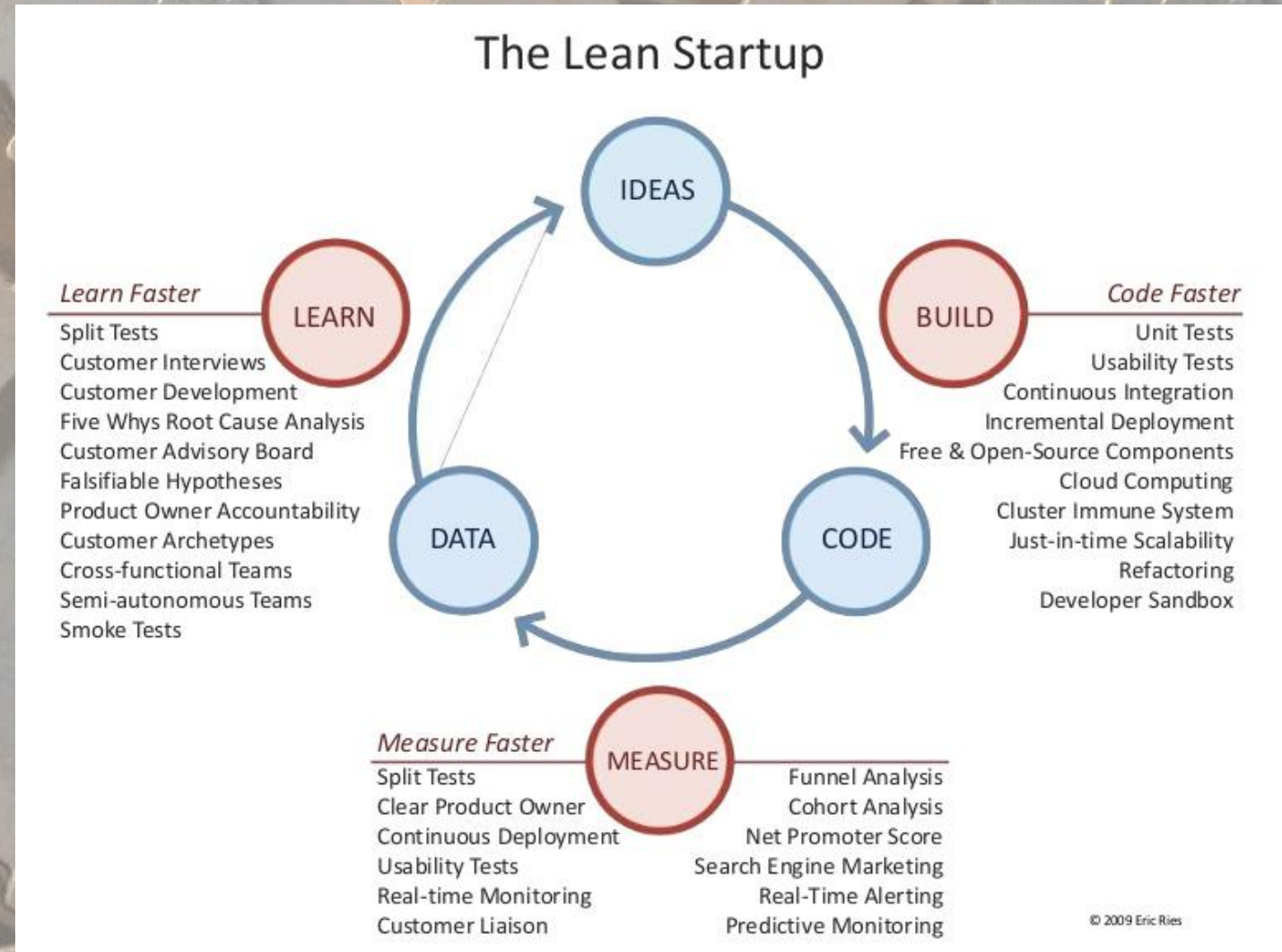
“herouth”

Strategy Formation: Resources

Freedom Engrave

You do not have freedom
until you have committed
to something.

Implementation:



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Evaluation & Control

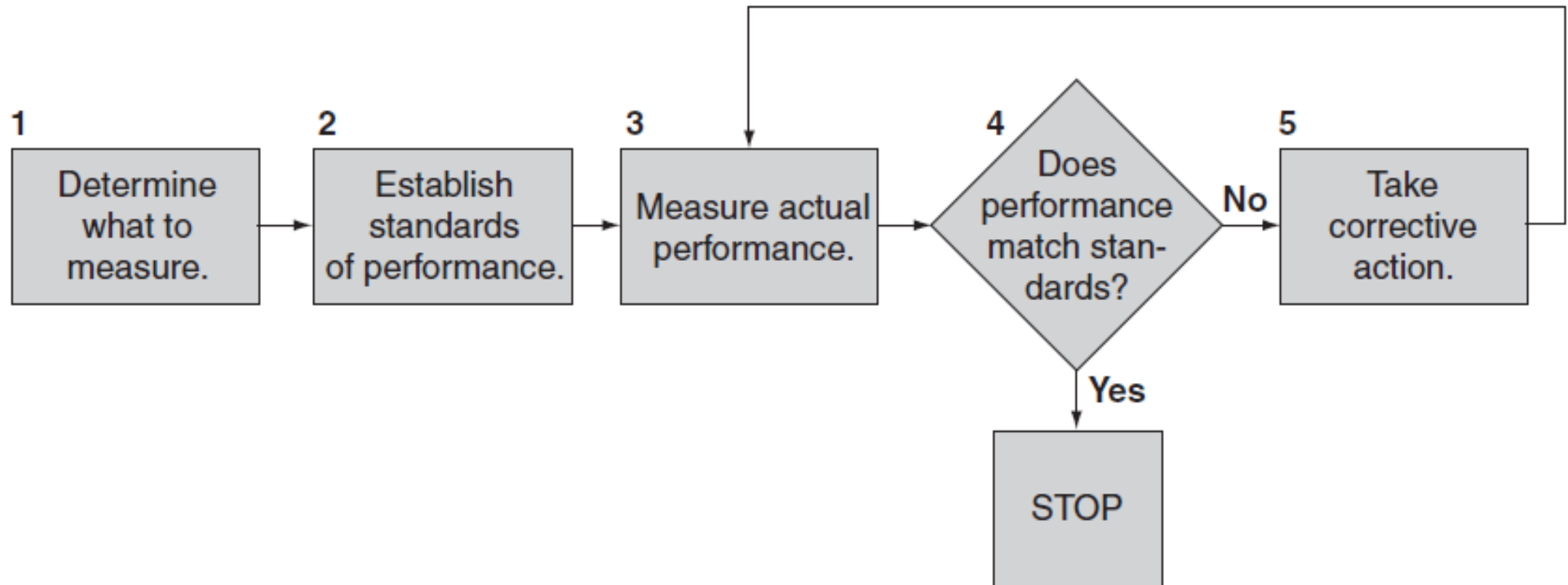


FIGURE 10.1 Evaluation and Control Process

Evaluation & Control: The Balanced Score Card

“combines financial measures that tell results of actions already taken with operational measures on customer satisfaction, internal processes and the corporation’s innovation and improvement activities.”

Evaluation & Control: The Balanced Score Card

SMART Objective	Measures <small>Include ROE, EPS, stock price, credit rating, image fading</small>
<i>Customer Measures</i> <ul style="list-style-type: none">••	
<i>Learning & Growth</i> <ul style="list-style-type: none">••	
<i>Internal Bus. Processes</i> <ul style="list-style-type: none">••	
<i>Financial Measures</i> <ul style="list-style-type: none">•••	

Summary:

- Building efficiency is about thinking strategically.-Long Term
- Where are you today?-Environmental Scan
- Where do you want to be?-Airport Test
- What do you have to change to get there?- Strategy Formation
- Create and implement your plan
- Evaluate and Control: Build Measure Learn.



Q & Eh?

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"I exist to serve by helping to build foundations."

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