

Initial Strategic Planning Considerations

What are we in 'business' to do?



Vision

What will the business / organisation look like at some future date?



Objectives

Results required by the organisation

(Objectives should be "smart" \dots i.e. Specific; Measurable; Achievable; Relevant; Timed



Situation assessment

General environment, market analysis, competitor analysis, market position, costs, internal skills and resources, swot analysis



Strategy development

Develop strategy options, set clear assumptions, evaluate strategy options, identify and resolve key issues, select strategy, agree objectives, allocated resources



Implementation

Develop and integrate functional action plans & targets, develop budgets, set deadlines, agree responsibilities, action



Monitoring & control

Performance Vs objectives, review assumptions, continuous improvement