

Helen J. Wythe & Associates

Consulting, Facilitating and Training Services

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Our Services > Coaching > Strategic Planning

Strategic Planning is systematic means of making the organization successful through the discipline of strategic thinking and vision used as a framework for all other decisions in the firm.

Planning is a process, not an event.

It is organic and ongoing and it is a key element of the overall management process.

Strategic Planning is a way of defining your own future and if you don't like what you see, you are able to change your plan. With this in mind, it is possible to define a strategic plan as a formal written document of what you intend your organization to become, the vision of its future position and value.

A Strategic Plan is a detailed, specific declaration of your intentions with regard to customers, competitors, suppliers, investors, equipment, location, employees and the future of your firm. It is a way of getting commitment from management, key employees and other key persons associated with your firm. It consists of a shared vision describing what that the organization should be in the future and where it is going, not how it will get there.

Strategy is the framework managing the "how" choices which determine the future nature and direction of the organization. It focuses on accomplishing maximum and enduring positive differentiation as opposed to the competition in meeting customer values.

Strategic Planning requires and honest evaluation of the organization's current situation and where it has been in the past. Most importantly, strategic planning demands the commitment of the senior leadership for it to be successful.

It requires commitment of resources, both financial and personnel, for its development. It demands complete follow through. A plan which is not carried out due to lack of leadership or the required tools needed for completion is a total failure and a waste of time and money.



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Successful strategic plans are comprised of six phases. Each with associated activities, required expertise, and products. *HELEN J. WYTHE & Associates* is able to provide coaching and mentoring services which meet your organizations unique needs during all six phases

Phase One Getting Ready to Plan

To get ready for any planning process an organization must first assess if it's ready. Successfully negotiating the implementation phase of a Strategic Plan can be traced back to this phase planning to plan. Prior to the Strategic Planning Retreat there are many items that must be wrestled with and planned for. These are challenges such as:

- Stakeholder Involvement
- Building Confidence In Successfully Implementing Of The Strategies
- Sustaining The Momentum Of The Effort To Produce Lasting Results
- Remaneuver And Making Adjustments Over The Life Of The Plan
- Communicating And Celebrate The Accomplishments, Results And Learning's

Phase Two Articulating Mission and Values

Mission, value and vision are three framework statements that every organization requires to guide, set direction and provide focus. Products of this phase are a confirmation of an existing mission and value statements or new / adapted mission and value statements.

Phase Three Planning Retreat – Strategic Plan Data Generation

In today's fast changing fluid society visions will usually hold for 3-5 years, Vision statements are a practical picture of the future and obstacles / challenges inform us as to what is blocking us from realizing our vision.

Strategies and Strategic Directions are developed to deal with the obstacles and realize the practical vision. Strategic Directions will hold for 18 months to 2 years. Action plans can then be devised with specific activities / initiatives to carry out the Strategic Directions. A detailed Action / Operational plan is completed for a three to six month time frame.

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Adequately resourced strategic planning exercises require two to three full retreat days every 2-3 years in order to set Strategies and Strategic Directions that will hold for 2-3 years.

Phase Four Strategic Plan Report Generation

The documentation and communication of the Strategic Plan are crucial to the successful implementation and achievement of the Vision. Being clear on the who the reader is and the information that must be communicated to that stakeholder group is one key element to consider.

Phase Five Implementation of Strategic Plan

This is where 95% of Strategic Plans fail. There are four distinct phases that successful planning exercises need to negotiate. 1. Getting Things Started, 2. Sustaining Momentum, 3. Remaneuvering and Making Adjustments, 4. Bringing Closure

This is a four-dimensional implementation journey that all plans and organizations go through. Those organizations which are successful in carrying out their plans and reaching their determined accomplishments have been able to negotiate the potential difficulties inherent in each of these phases.

The complex elements of implementing a plan such as timing issues, tasks and process require special attention. The product of this phase is a Strategic Planning process and document that is vibrant, alive and changes with the environment. A detailed operating plan is documented, which carries the organization into the next six months.

Phase Six Monitoring And Evaluation

Monitoring and evaluation of the Strategic Planning process and success of the Plan requires half-day to one full day once every two years. This phase allows learning's from the process to be incorporated into the organizations culture.

Any Questions?

For additional information e-mail us at info@hjwythe.com or call us at 204-992-2562.

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