

A Scalable “Execution-Focused” Strategic Thinking Program

PLANNING IN AN

UNCERTAIN ECONOMY



***“An Integrated Strategic Thinking, Planning and Execution System...
Designed for Executives, Managers, Supervisors and Key Front-Line Employees
Throughout Your Entire Organization.”***

Army Management Staff College

**Ft. Belvoir, VA
2 December 2008**

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Dr. Pete Johnson
MARKETING STRATEGIST

MAIN POINTS OF EMPHASIS

- #1. *If ever there was a time that mandated the importance of a practical "Working Executable" Strategic Plan, that time is now!***
- #2. *If you have not already outlined a Plan for how you intend to wrestle your way through this current economic firestorm, then this is where we need to start!***
- #3. *A Rapid Execution and Follow-Through System is essential in demonstrating just how fast we can accomplish a significant measurable level of results.***
- #4. *The deeper the involvement and ownership within the organization, the more effective and the more sustainable are the results of any Strategy or Plan.***

BIOGRAPHY IN BRIEF

Dr. Pete Johnson is the Founder and President of StrategicPlanning.com, a state-of-the-art designer and developer of customized strategic planning and strategy execution programs for companies. His unique combination of hands-on experience, natural instincts and practical methodology helps show Vistage members how to turn their critical issues and challenges into opportunities for growth. His program's track-record of results is a matter of record.

Today's business professionals are already over worked and overwhelmed with urgent priorities. What they demand are direct answers and solutions for solving their specific critical issues fast and permanently. As a strategist, Dr. Pete immediately cuts to the core of their issues and outlines direct solutions that produce measurable, long-lasting results.

Background, Credentials and Track-Record Of Results:

- In his thirty years as a strategic consultant and professional speaker, Dr. Pete has addressed more than two thousand audiences worldwide and consistently earns the audience's highest ratings.
- As a strategic planning and marketing consultant several of his client relationships have extended well beyond a ten-year time period.
- In the past 15 years alone he has organized, coordinated and facilitated more than 200 Strategic Planning Meetings and Off-Sites.
- His corporate career include positions with IBM, General Electric, Litton Industries, Data General and McDonnell-Douglas.
- Educational background includes degrees in Electrical Engineering, Marketing, Business Management (MBA) and a PhD in Human Resource Development.
- He is an expert at "**mission-critical**" priorities and strategies.

Dr. Pete Johnson is.... StrategicPlanning.com

“PROGRAM OVERVIEW”



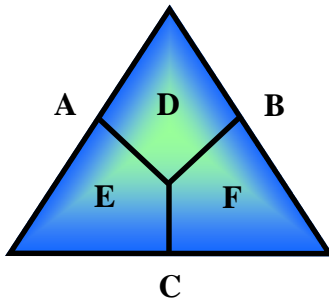
**Challenge
Opportunity**

THE PRIME DIRECTIVE

機 会

*“The Team Most Organized, Most Focused and Most Prepared...
Succeeds... Regardless!”*

STRATEGY, PLANNING AND EXECUTION



- A. _____ D. _____
 B. _____ E. _____
 C. _____ F. _____

PROGRAM OBJECTIVES AND TAKE-AWAYS

#1.	_____
#2.	_____
#3.	_____

COMPARATIVE ANALYSIS (SDD)

<u>Company</u>	<u>Key To Success</u>
1a. _____	b. _____
2a. _____	b. _____
3a. _____	b. _____
4a. _____	b. _____
5a. _____	b. _____

"THE CONCEPT OF STRATEGY"

The Team Most Organized, Most Focused and Most Prepared...
SUCCEEDS... Regardless!



#1: _____

A thumbnail image of a "2-PAGE STRATEGIC PLAN" form. It contains various sections for business information, financial data, and strategic goals.

#2: _____

A thumbnail image of a "2-PAGE STRATEGIC PLAN - B" form, similar to the first one but with a different header.

#3: _____

A thumbnail image of a "2-PAGE STRATEGIC PLAN - B" form.

#4: _____

A thumbnail image of a "2-PAGE STRATEGIC PLAN - B" form.

#5: _____

A thumbnail image of a "2-PAGE STRATEGIC PLAN - B" form.

#6: _____

A thumbnail image of a "2-PAGE STRATEGIC PLAN - A" form.

“CURRENT CRITICAL ISSUES WORKSHEET”



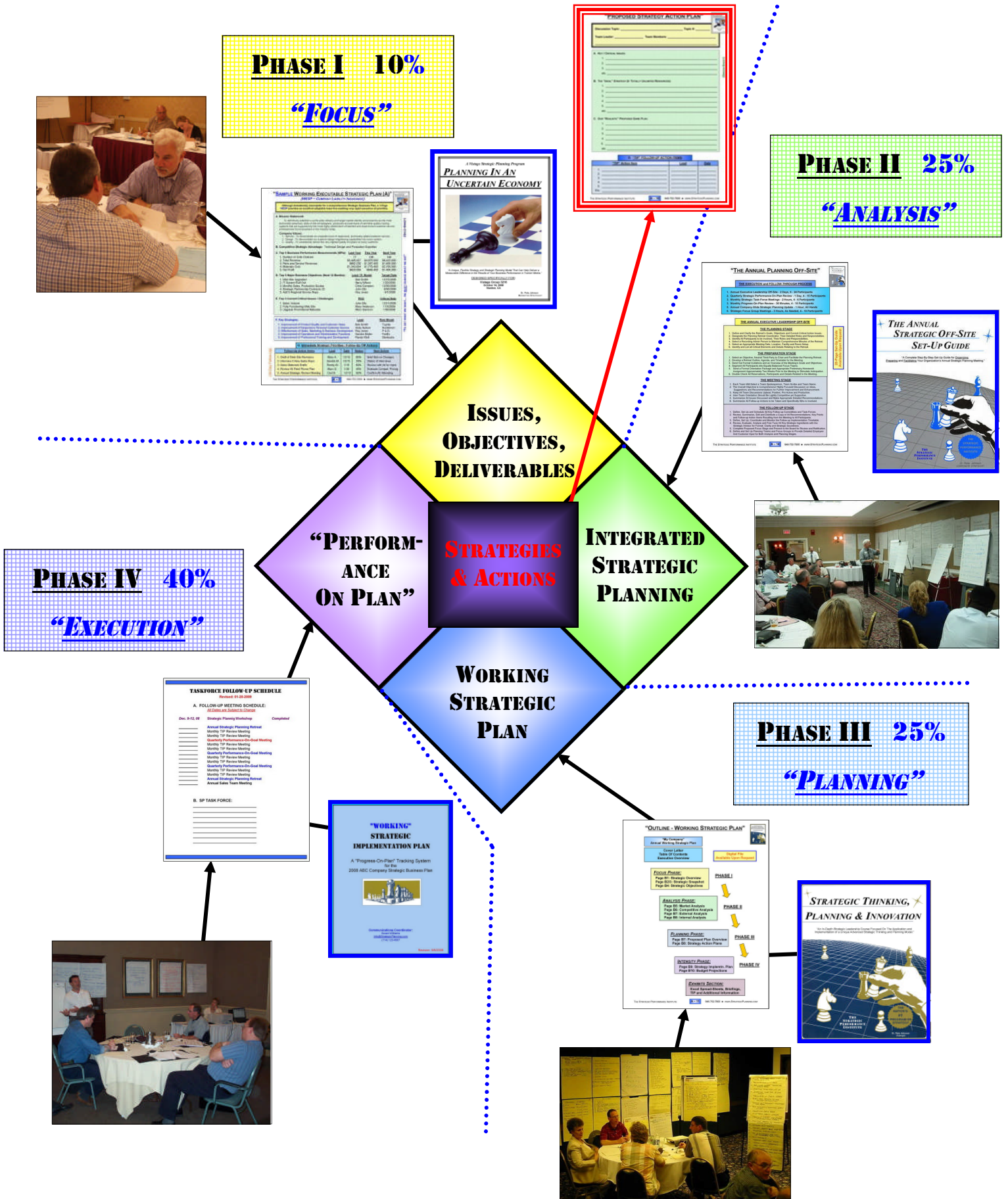
ASSIGNMENT GUIDELINES

Identify All Pain-Points! List every current critical issue, problem and challenge which you feel might impede the accomplishment of your overall goals and objectives. If possible, please list your issues using 3 - 4 word bullet points.

Strategic Issues / Challenges / Problems	Priority
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____
6. _____	_____
7. _____	_____
8. _____	_____
9. _____	_____
10. _____	_____
11. _____	_____
12. _____	_____
13. _____	_____
14. _____	_____
15. _____	_____
16. _____	_____
17. _____	_____
18. _____	_____
19. _____	_____
20. _____	_____

(PINK-SHEET)

"STRATEGIC PLANNING - THE BIG PICTURE"



"PROPOSED STRATEGY - ACTION PLAN"



Discussion Topic: _____ Topic #: _____

Team Leader: _____ Team Members: _____

A. KEY / CRITICAL ISSUES:

1. _____
2. _____
3. _____
- etc. _____

B. THE "IDEAL" STRATEGY (IF TOTALLY UNLIMITED RESOURCES):

1. _____
2. _____
3. _____
4. _____
5. _____
- etc. _____

C. OUR "REALISTIC" PROPOSED GAME PLAN:

1. _____
2. _____
3. _____
4. _____
5. _____
- etc. _____

D. "TIP" FOLLOW-UP ACTION ITEMS:

<u>"TIP" Action Item</u>	<u>Lead</u>	<u>Date</u>
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____
Etc. _____	_____	_____

(GREEN-SHEET)

"MY 7-DAY / 24-HOUR RAPID EXECUTION SYSTEM"

"A Weekly Staff / 1-to-1 Meeting Format - Organize... Adapt... Execute"



MY TOP-3 "90~DAY" KEY STRATEGIC OBJECTIVES

90~Day

1. _____
2. _____
3. _____

MY TOP-5 NEXT "7~DAY" WORK PRIORITIES

7~Day

	<u>Actions / Issues</u>	<u>Priority</u>	<u>Status</u>
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____
5.	_____	_____	_____

MY TOP-3 NEXT "24~HOUR" PERSONAL PRIORITIES

24~Hour

	<u>Actions / Issues</u>	<u>Priority</u>	<u>Status</u>
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____

MY TOP-3 MOST IMPORTANT CONTACT FOLLOW-UPS

48~Hour

1. _____ Email/ #: _____
2. _____ Email/ #: _____
3. _____ Email/ #: _____

MY LIST OF ACCOMPLISHMENTS PAST "7~DAYS"

7~Day

1. _____	4. _____
2. _____	5. _____
3. _____	6. _____

(BLUE-SHEET)