



# The “Working” Strategic Business Plan

***“A Better Approach... It’s all about Priorities and Accountability!”***

What a company really needs to consistently succeed and grow is a sound, fluid “working” strategic business plan which instills confidence in its leadership and unifies the entire organization towards a mutually rewarding set of goals and objectives. But it’s the How and Why that delivers you the bottom line results...

1. It must be simple, crisp and straight-forward.
2. It must be quick to develop and launch, days rather than months.
3. It must be capable of delivering immediate visible, measurable results (4 - 6 weeks).

There is no question that aggressive planning is by far one of the most critical management practices a company’s leadership can perform. And most companies have found that the most effective approach is an organized fluid approach that incorporates the five following critical ingredients:

1. A pro-active strategic planning taskforce (3 to 7 key executives) to coordinate, develop and monitor results.
2. A draft strategic plan outline / format with proposed details, numbers and ideas for discussion.
3. An annual leadership strategic planning retreat to formally discuss and collaboratively draft the plan.
4. Monthly (weekly) and quarterly “Performance-On-Goal” review meetings to scrutinize and adjust progress.
5. Post and communicate the “Progress-On-Plan” to the entire organization to acknowledge and share results.

*Although all approaches may tend to sound somewhat process-oriented... this one is far from academic. It was specifically developed because ability produce and demonstrate unprecedented timely results.*

## Why Strategy Planning versus Strategic Planning?

***In today’s rapidly changing business arena survival is not about the Big eating the Small but rather... the Fast eating the Slow. Strategy Planning is quick, fluid and produces consistently predictable results.***

Strategic Planning traditionally tends to take a more document focused approach which details all of the organization’s goals, objectives and how they plan to achieve them. In comparison, Strategy Planning tends to be a more fluid process which actually capitalizes on the ever-changing environment that the organization is functioning in and how it intends to anticipate, adapt and maneuver to achieve their objectives.

The output or byproduct tends to be more heavily focus on the movement and momentum which is represented by a series of excel charts and one-sheet action plans. This details the initiatives and tracks the up-to-the-minute “progress and performance on goal”. This flexibility enables your team to work more synergistically and focus attention on directly addressing the critical issues that have tended to impede forward progress as well.

## Here’s the Practical Take-Away Your Management Team Can Use Right Now:

- ◆ The Detailed Structure for Your Annual Strategic Business Plan and a Working Initial Draft Copy to Get You Started and in Motion Immediately.
- ◆ The Current Critical Issues Impacting Your Industry, Company and Target Markets as of Today and What Today’s Most Important Priorities Should Be.
- ◆ The Top 4-6 Strategies that Will Start to Immediately deliver Measurable Results Within Your First Quarterly Check-Point.
- ◆ The Top 10 Specific Priorities That Will Produce Measurable Results for Your Team Over the Next Four to Six Weeks Following Your Management Retreat.
- ◆ The Top 3 Actions Each Team Member Will Need to Initiate During Their First 7 Days Following the Retreat.
- ◆ Comprehensive Strategy Tracking Charts and Materials to Organize and Monitor Results of Your Follow-up Actions.

***Obviously... Results Count.***

### **For Additional Information**

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## “An Overview of Pete’s Unique Strategy Planning Approach”

### ◆ Your Opportunity for Turning Change Into A Competitive Advantage

There is not a business professional in the world today who is not currently experiencing the frustration from the expanding demands on both their time and their focus. Plans and strategies that seemed a sound decision even as recent as six months ago, today seem somewhat obsolete and marginally effective.

Face the facts... change is a disorienting element affecting every one of us but in very different ways. Getting or keeping a competitive edge in business today is not about change or adaptability... but rather just how fast can you initiate change accurately and effectively. It's not about guess work but rather about science!

- ◆ What are the current challenges and issues facing your industry or profession today? One year from now?
- ◆ What are the challenges and issues impacting your marketplace and key customers today? Next 6-12 months?
- ◆ Who are the fastest advancing organizations in your industry today and why? Where do you measure up?
- ◆ What cutting edge innovations in technology have taken place in your industry in the past 6 months?

### ◆ The Power of Execution - How Soon and How Much!

***“It’s All About Resources - Money, People, Technology, Expertise and Time.”***

Strategic planning is far from a new concept. Fact is most companies and businesses have been using this process for years. The real issue is just how satisfied are you with the level of success and momentum your current approach has been producing for you? If there were a way to objectively evaluate the actual effectiveness or performance of your strategic plan and its results would it be worth taking a closer look?

Every organization faces the issues of limited resources. But how business leaders and managers utilize and leverage the key resources of Money, People, Technology, Expertise and Time is what determines the real value of a synergistic management team. No matter how motivated and smart we might become, it seems imperative that working together as a unified team is what wins results. Pete’ unique strategy planning approach spans over 25 in a broad range of industries.

## **About Peter Johnson, PhD**

Dr. Pete Johnson is an internationally acclaimed business strategy expert. His unique combination of natural instincts, hands-on experience and practical methodology shows your organization how to turn challenges and change into opportunities for growth and accomplishment. His track-record of results are a matter of record.

Today’s top business professionals are already over worked and overwhelmed with existing priorities. What they need are direct answers and solutions on how to solve their issues faster and permanently. As a strategist, Dr. Pete immediately cuts to the core of the issues and outlines innovative solutions that will turn your next management retreat into results oriented think-tank.

### **A Track-Record of Results:**

- ◆ Twenty-six year veteran of the professional speaking and consulting industry, Pete has addressed more than two thousand audiences worldwide and consistently earns the audience’s highest ratings.
- ◆ Worked exclusively for the past six years under direct contract with the U.S. Army’s advanced technology command working strategic plans for Homeland Defense.
- ◆ Corporate job experience / credentials include a long running information technology career with IBM, General Electric, Litton Industries, Data General and McDonnell-Douglas.
- ◆ Vietnam veteran with two tours of duty back in the 60s. Educational background includes degrees in Electrical Engineering, Business Management (MBA) and a PhD in Human Resource Development.

