

Oklahoma City



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(Wikipedia) Strategic planning an organization's process of defining its strategy or direction, and making decisions on allocating its resources to attain strategic goals. Strategic planning involve many parties and research sources in their analysis of the organization and its relationship to the environment in which it competes. Strategy has many definitions, but it generally involves setting strategic goals, determining actions to achieve the goals, setting a timeline, and mobilizing resources to execute the actions. **A strategy describes how the ends (goals) will be achieved by the means (resources) in a given span of time.** Often, Strategic Planning is long term and organizational action steps are established from two to five years in the future. The senior leadership of an organization is generally tasked with determining strategy. Strategy includes processes of formulation and implementation; strategic planning helps coordinate both. However, strategic planning is analytical in nature (i.e., it involves "finding the dots"); strategy formation itself involves synthesis (i.e., "connecting the dots") via strategic thinking. As such, strategic planning occurs around the strategy formation activity.

My Definition Of Strategy/Strategic Planning

1. Strategy is the bridge between goals and tactics, wanting and doing. An architectural marvel full of functionality and design.
This bridge gets you to the destination and back again.
2. Structured and focused decision making
3. Strategic planning is a process, not a final product (written plan)
4. The best business processes are loops
5. Simplification of complex operation leads to understanding, control and sustainable success

Strategic Planning DMAMC: Define, Understand, Develop, Manage, Communicate

Positioning your Brand to take advantage of your **Strengths** (*or mitigate your weaknesses*) to best present your **Differentiation** as a unique **Value Proposition** for your **Target Audience** in relation to your competitors offering.

If you can create an outline, you can craft a strategy - Who, What, When, Where, Why and How

1. Goals (*Why*)
 1. Business as a whole OR Departments or Units
2. Objectives for each goal (*What*)
 1. Focus on Goals, Objectives first, then Strategy (*in that order only*) long before you ever consider tactics, budget, execution and measurement
 2. Goals and Objectives beget Strategy
3. **Strategy** (*Who, What, How*)
 1. Once a strategy is defined, the tactics "fall out" as obvious
4. Tactics (*How, Where, When*)
5. Measurements (*What, When*)
6. Communication
7. Adjustment
8. Repeat (*back to Step 1 for re-evaluation*)

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The biggest problem is confusing Strategy for tactics or goals. Strategy is not a marketing or business plan because it's super focused. Strategy is what will work best, why and how do you stay as specific as possible but flexible in execution.

1. Everything starts with Research

1. Collect data needed

1. Internal: Organizational audit, SWOT
2. External: Market Analysis, Profitability, Competition, Audience
3. Organize

2. Analysis

1. Organizational audit (*internal and external*)

1. Assets
2. Liabilities
3. Overall company health
4. Potential

2. SWOT

1. Strengths
2. Weaknesses
3. Opportunities
4. Threats

3. Value Proposition

4. Market Analysis

5. Profitability Predictors

6. Competitive Analysis

1. Direct and Indirect

7. Audience

1. Primary and Secondary

3. Differentiation

4. Position

Who is the most specific person to purchase your products/services? Not demographics, generalizations, etc... After you gain their attention, attraction and interest (via marketing) - how will you gain their trust needed for conversion, repeat sales, endorsement, etc... Business strategy is high minded, focused and directive of tactical execution which has room for adaption, creative problem solving and applied lessons. The brand/business has a strategy. Every department or unit has one, just smaller and subject to the brand direction.

Three Types of Strategy Documents

1. Simple (one page) Overview
2. Complex (50+ pages) deep, detailed, specific document
3. Summary (one page) now that you know details, in narrative format