

Effective People
Effective Culture

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To live, to manage
to find the road. . .



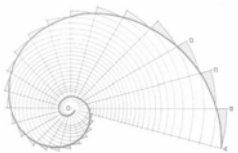
Strategic Planning Introduction

May, 2009

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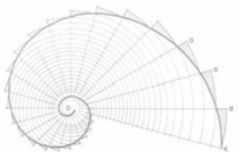
Strategic Planning

- A defined and predictable process by which we create and maintain the journey to achieve our vision.
- Elements:
 - Definition
 - Leadership
 - Participation
 - Flexibility

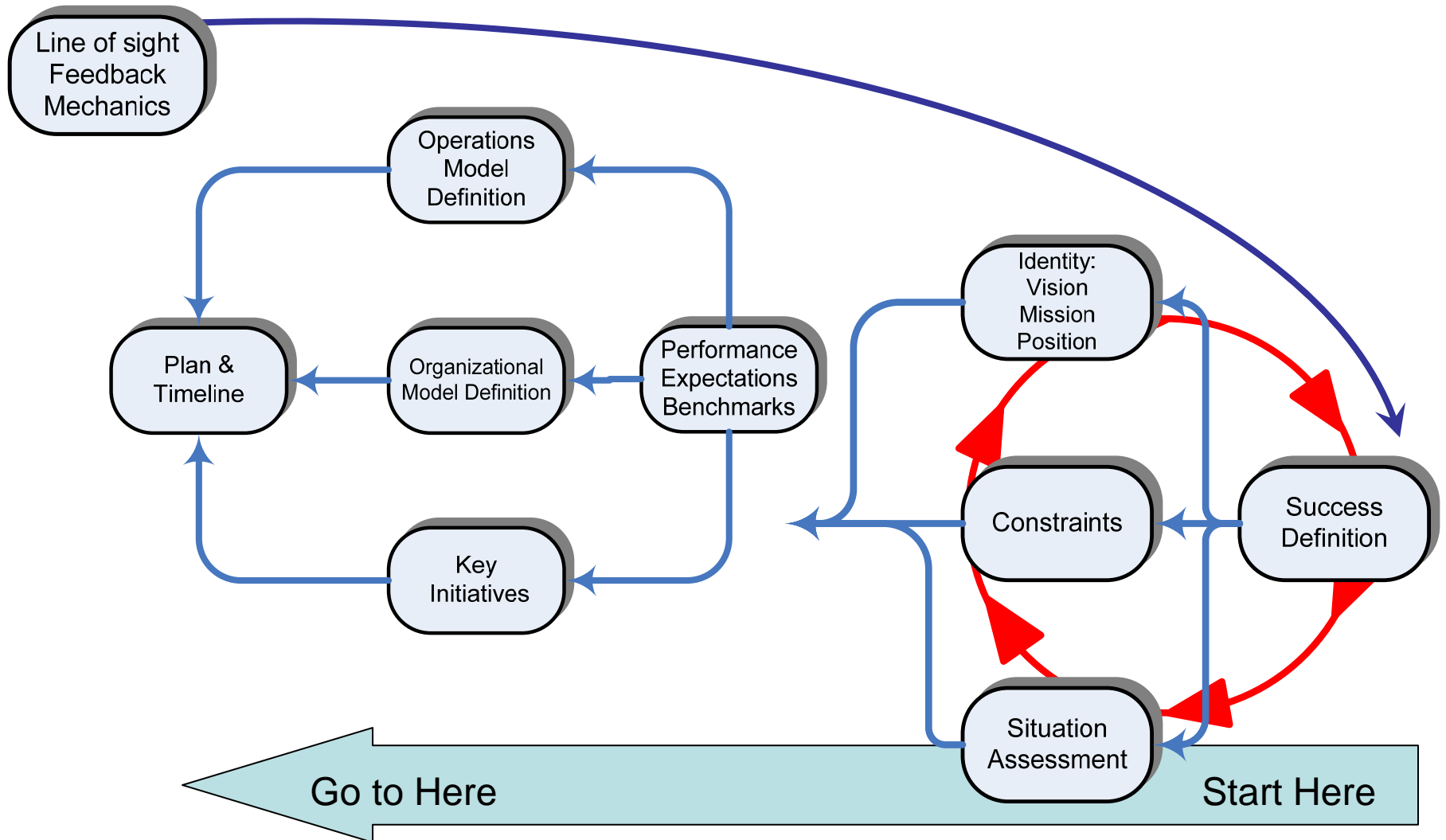


Keys to Success

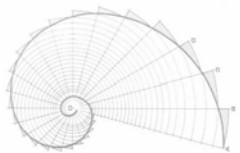
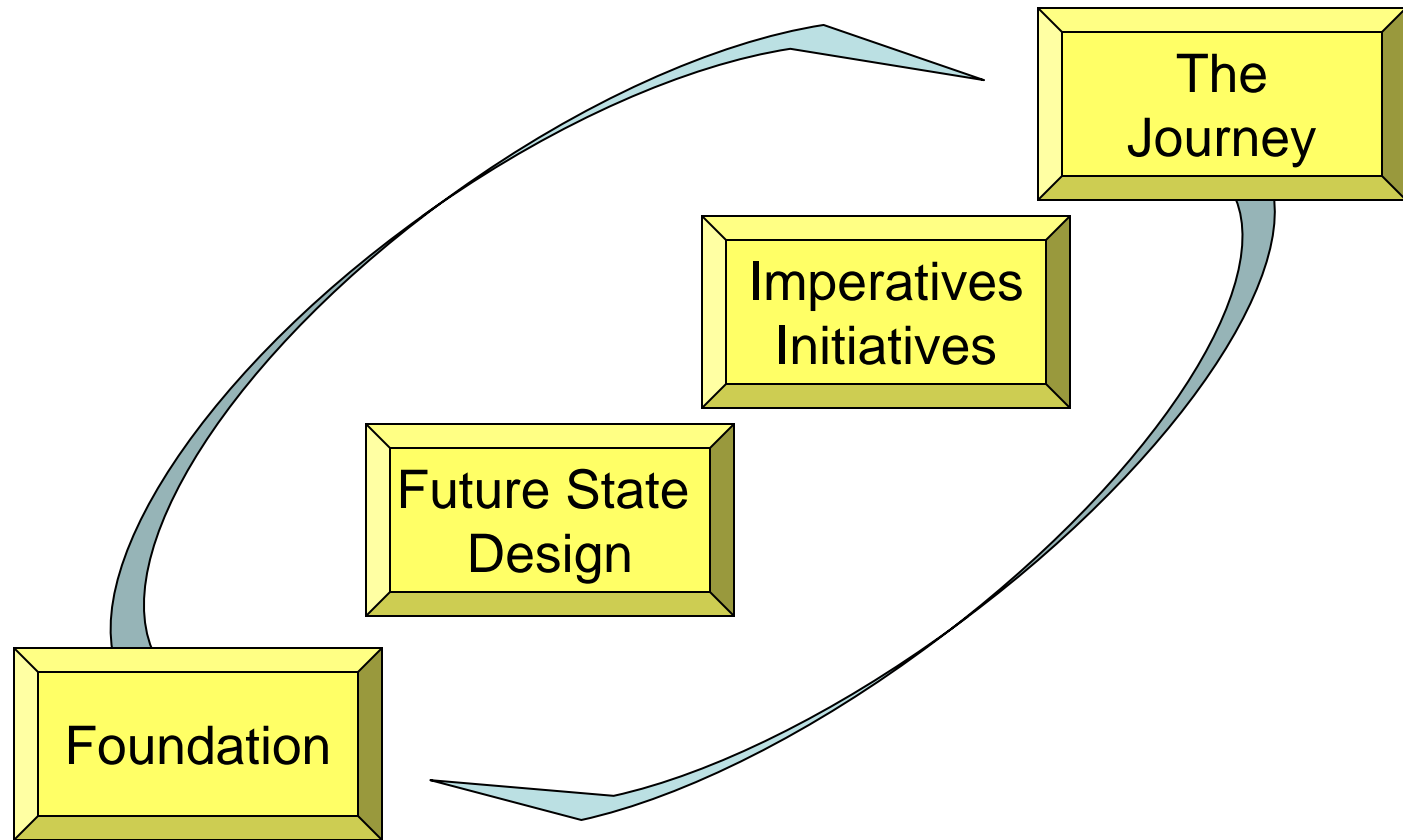
- Commitment
 - Management
 - The Team
- Win-Win
- Line-of-sight awareness & behavior
 - Company Management
 - Operations
 - Staff
 - Customers
 - Other: Vendors, Partners, etc.
- Managing to success (not just to goal)



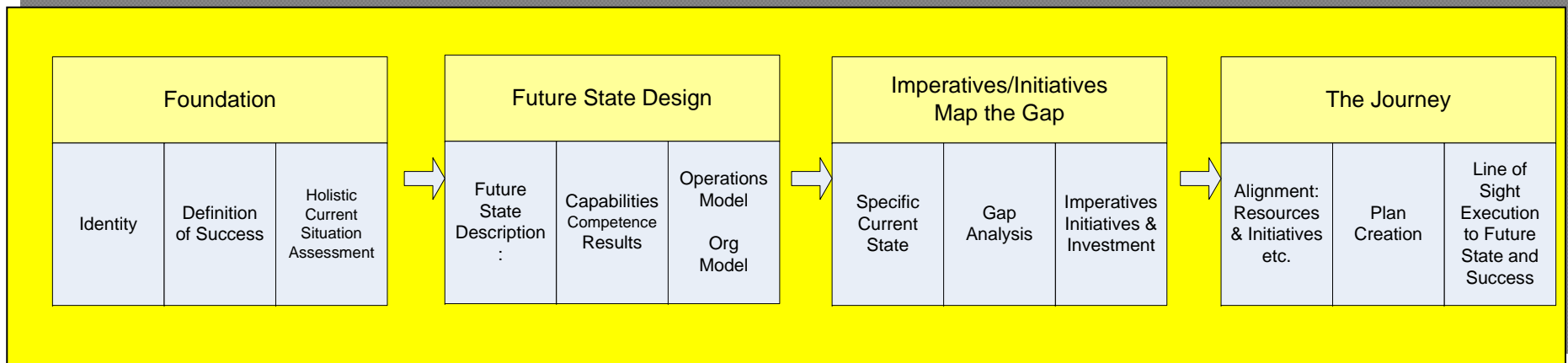
Right to Left Thinking



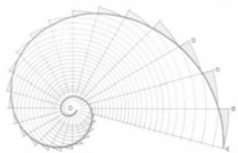
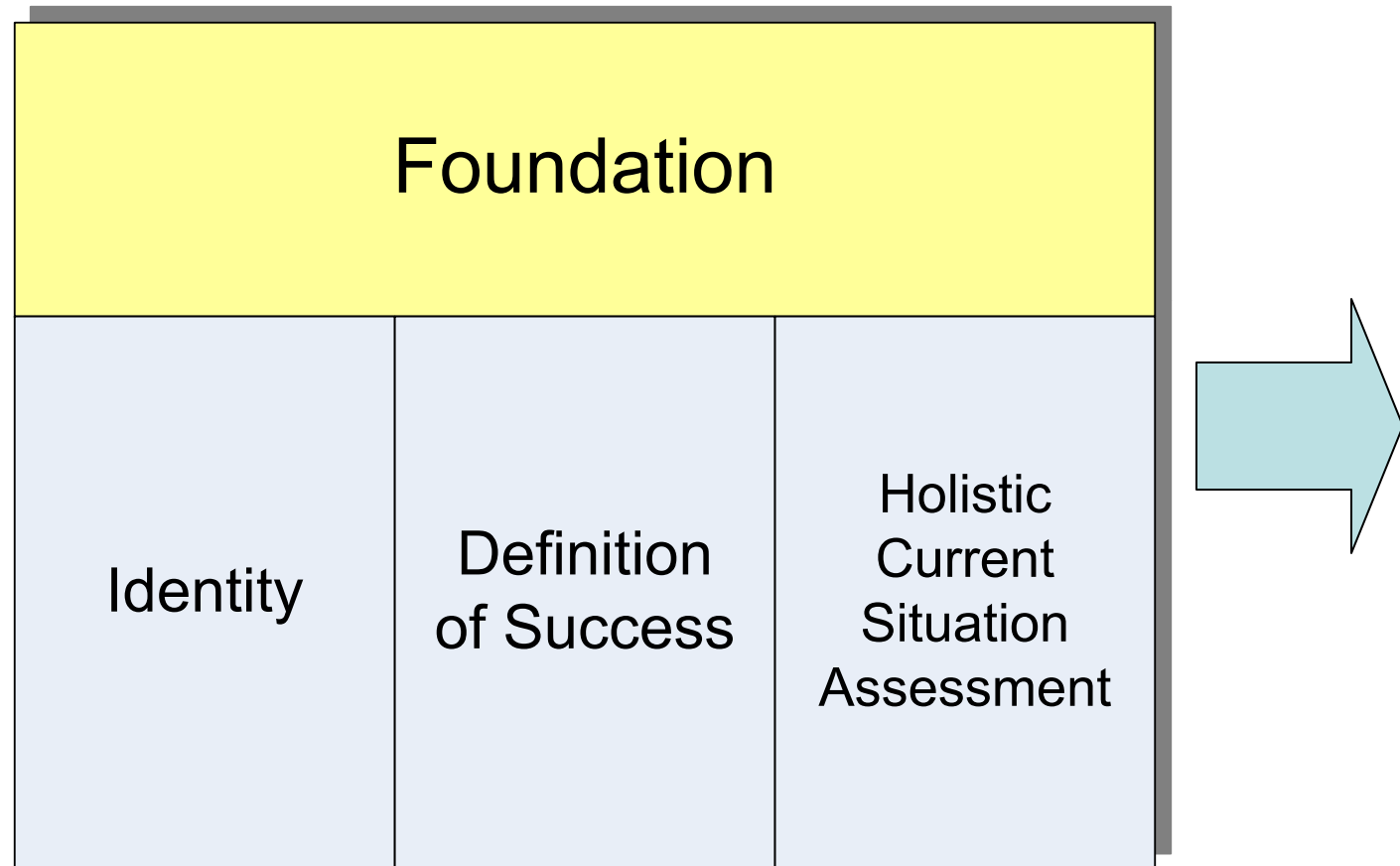
The Process



The Steps



Step 1: What & where are we?



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Philosophy

Values

Mission

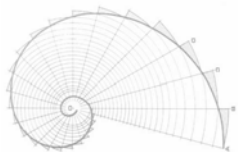
What we do

Why we exist as an organization

Vision

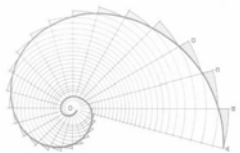
Where we are going

What we will attain

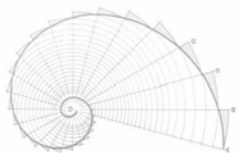
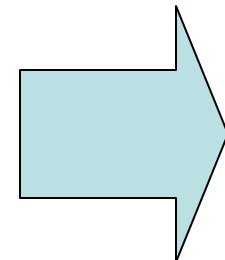
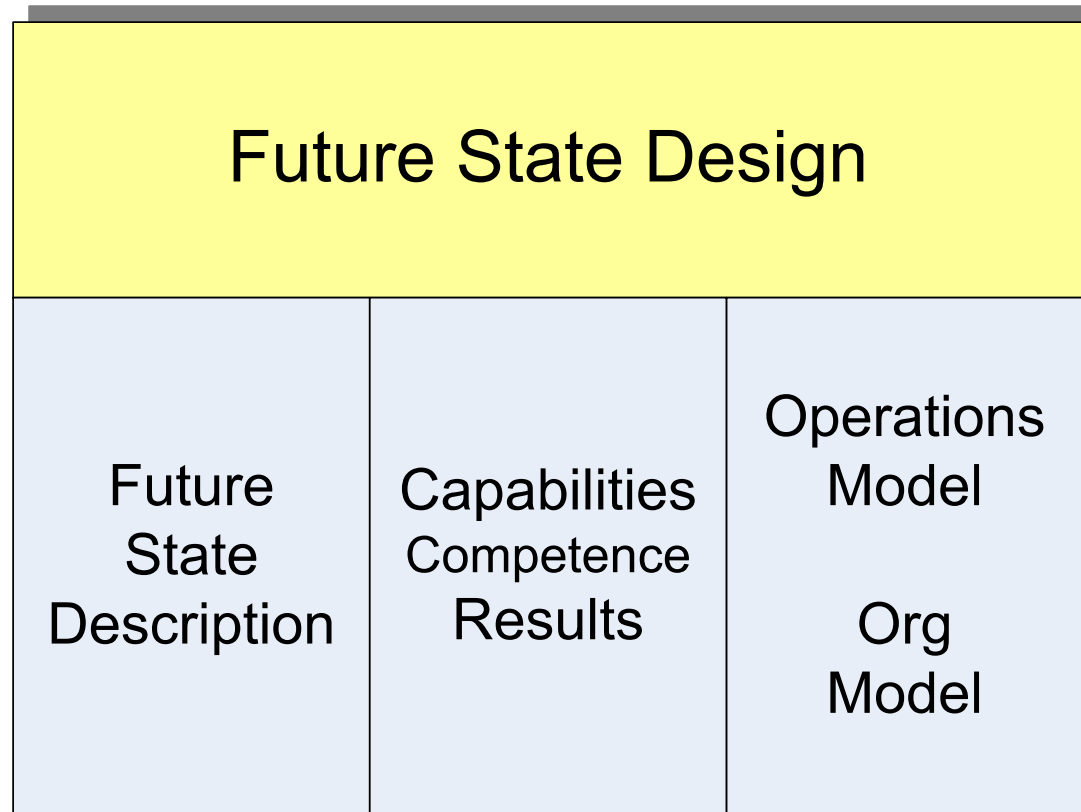


SWOT

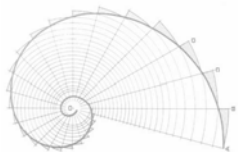
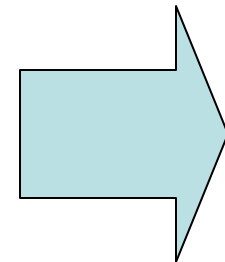
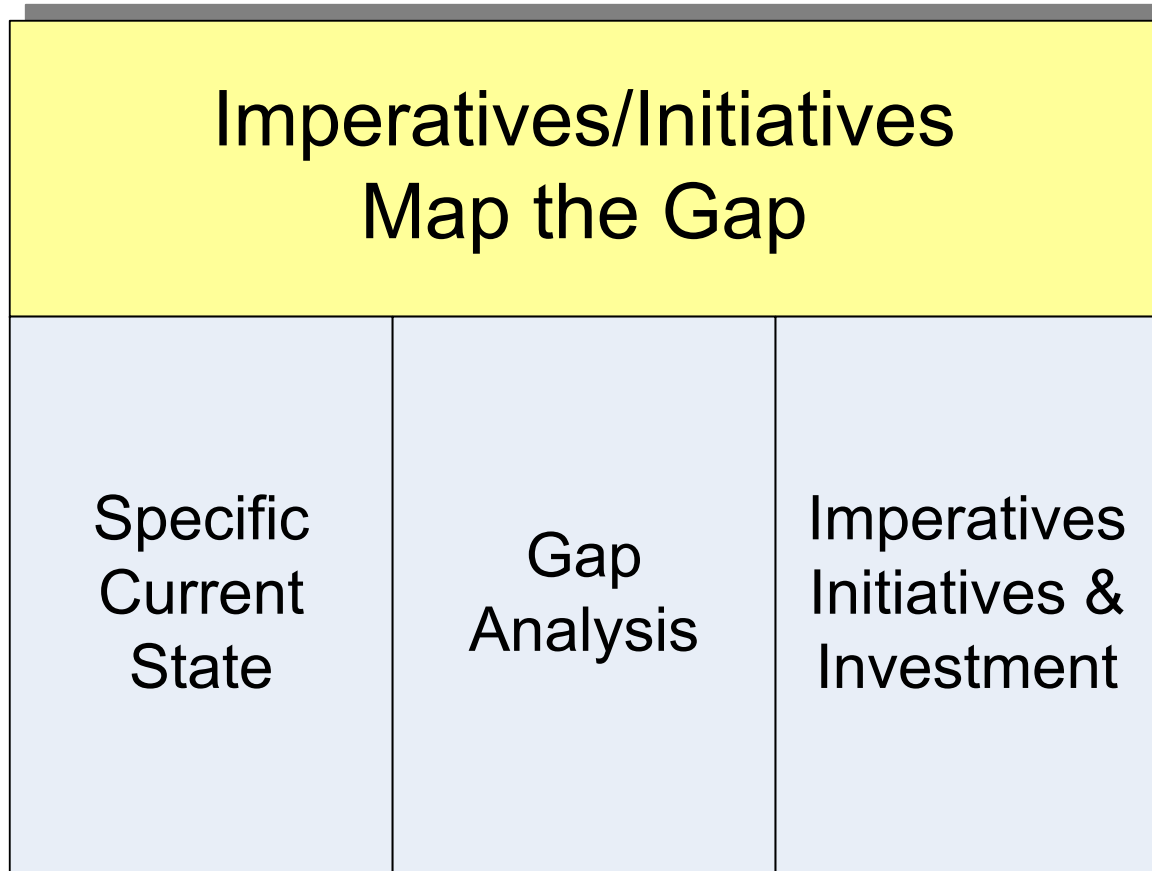
A tool to understand current state



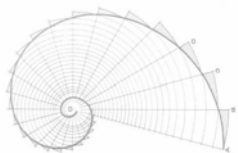
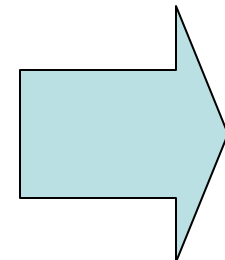
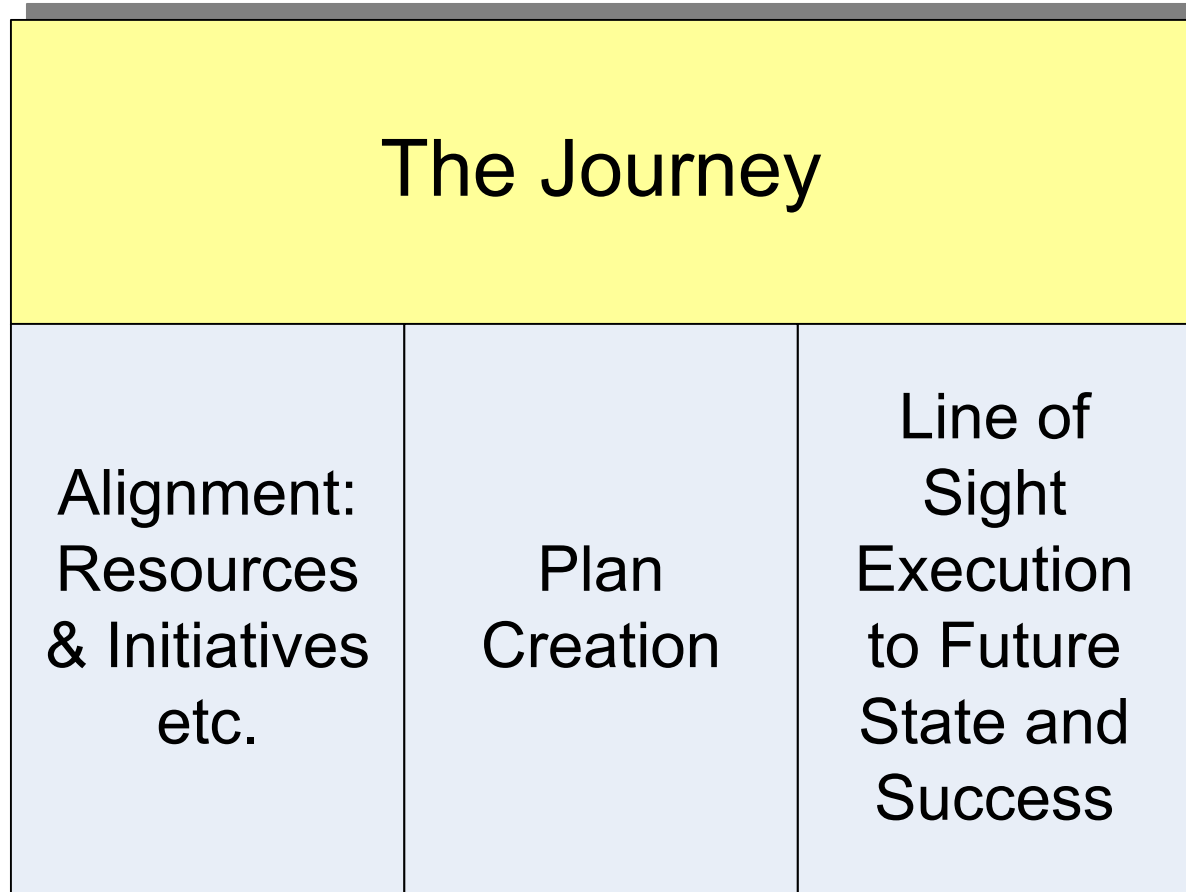
Step 2: The Future



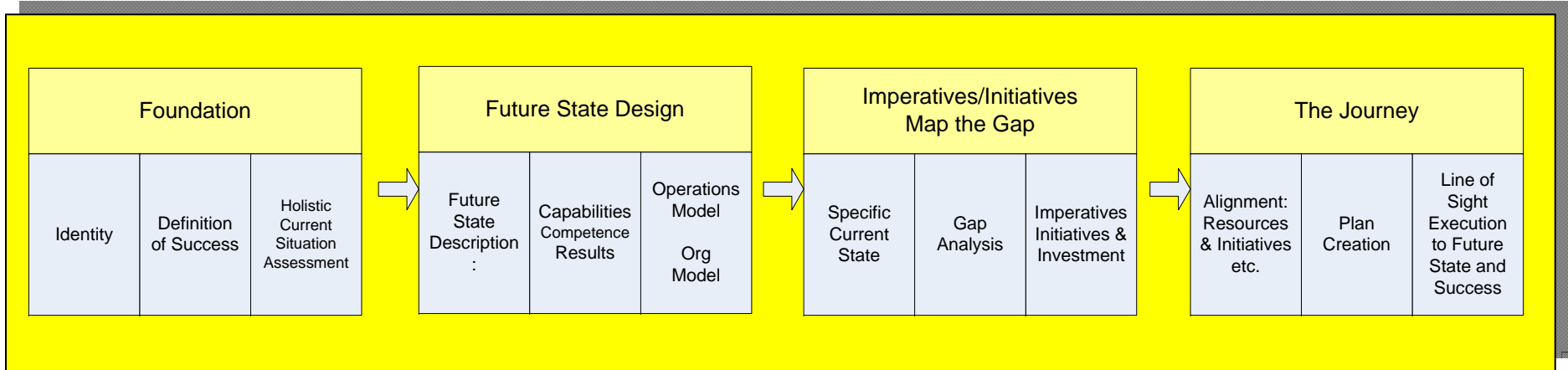
Step 3: Define the Task



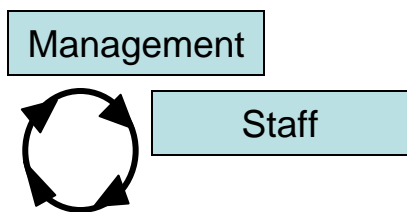
Step 4: Take the Journey



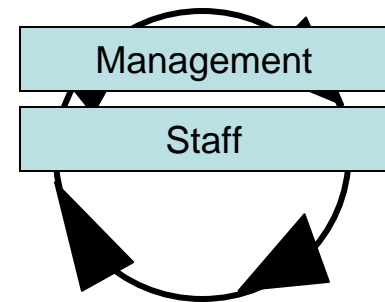
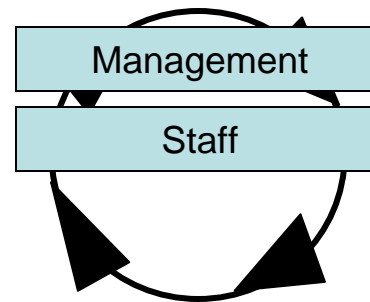
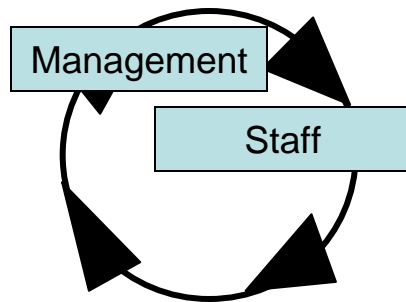
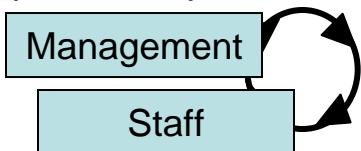
The Steps



Identity / Success Def'n



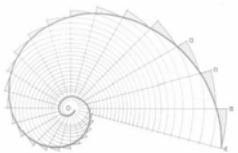
Situation Statement (incl. SWOT)



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Questions

Comments



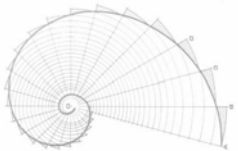
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