



THE MAIN POINT

It's not what you do, it's who you are.

The Power of Planning

Small and mid-sized businesses seldom have detailed, written strategic and tactical plans.

Whatever the plan may be, it largely lives in the head of the entrepreneur. Not having a clearly articulated plan that's been reduced-to-writing limits the business owner's ability to grow the enterprise to its fullest potential. Having the vision and drive to succeed is a good start but simply not enough. Having a written plan allows other key employees in the enterprise to contribute more meaningfully and collaborate more readily.

What is a strategic plan? A strategic plan defines the direction of the business operation and is used to set priorities, focus energy and resources, strengthen operations and insure that the management team is working toward stated and agreed upon common goals. Strategic planning is a management tool that guides day-to-day decisions, evaluates progress and unites employees in their understanding of where the business is going. Without such a plan, businesses are destined to remain small.

What is a tactical plan? A tactical plan lays out exactly how each agreed upon strategy will be implemented. It gives the specific action steps underneath each strategy. Where a strategic plan is "directional," a tactical plan is "specific." It defines what management must do to reach the organization's goals and objectives. Entrepreneurs oftentimes confuse their "To Do" lists with tactical plans. To Do lists serve as a step toward implementing a tactic. Without defining such a plan, how a business grows is left to a haphazard mix of each manager's interpretation of what works.

We assist the business owner in defining their vision for the organization and reduce-to-writing the strategies and tactics that will realize their vision. This planning process brings together the senior management team and allows ideas to flow freely as the team comes to an agreed upon set of objectives and goals. The process brings clarity and direction and a common vernacular to the entire organization. A strategic plan says – "here's where we are going" while the tactical plan says – "here's how we are getting there."

We assist the business owner in developing their mission and vision statements, identify the current and desired future market position, set priorities and distribute tasks and assign action steps. Strengths, weaknesses, opportunities and threats will be assessed. Objectives, strategies and operational tactics and metrics for measuring progress will be agreed upon as the written plan is formulated and shared with the entire organization.

We offer sophisticated planning techniques and experience to each small and mid-sized business owner with the understanding that no written plan is a plan to stay small.