

step 2



STRATEGIC PLANNING

Looking for Direction?

The first step in the strategic planning journey is to decide what you want your business to look like in the future. You then need to be clear about what your business needs are in order to fulfil this vision. Finally, you need to get clear on what you need to 'do' in order to achieve your vision.

This is misunderstood by many businesses today and this is why Laird McPhee's Strategic Planning Day is invaluable in helping you plan effectively.

This interactive workshop is intended to draw out and articulate your vision in such a way it is as sharp as a diamond. We identify your competitive advantage – what your company can do better than any other company; formulate a mission statement, a purpose and goals to help get you on your way.

Goals are Dreams with Deadlines

The Strategic Planning Day is designed to identify your company's goals and plan out a number of future strategies to reach these – essentially the steps towards your vision.

The ideal outcome of this Strategic Planning Day is to give you direction as to what you want to achieve in your business and most importantly, provide you with the fuel to complete a business plan and to give you more direction and purpose.

Why Strategic Planning is Valuable

- ✓ It gives you a better understanding to drive your business forward
- ✓ It gives you greater clarity as to your strengths to leverage
- ✓ It gives you and your team clear direction and focus
- ✓ It gives your business a common unity through shared goals
- ✓ It gives you greater confidence, purpose and direction

What you will get

1. Articulation of your competitive advantage, strengths and weaknesses
2. Articulation of your business mission, vision and values
3. SMART goals to get you to where you want to go - faster
4. A better understanding of your target audience and your 'true' service
5. A business plan template to help you put it all together
6. Clear strategies to get you to your goals (if you need it)
7. Follow-up to ensure your business plan is implemented successfully

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All you need is the plan, the road map, and the courage to press on to your destination”

Earl Nightingale

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Call today to put you and your business on track for financial success.

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