

Strategic Planning for Small Business



Debi Benedetti
Strategist, Coach, Explorer

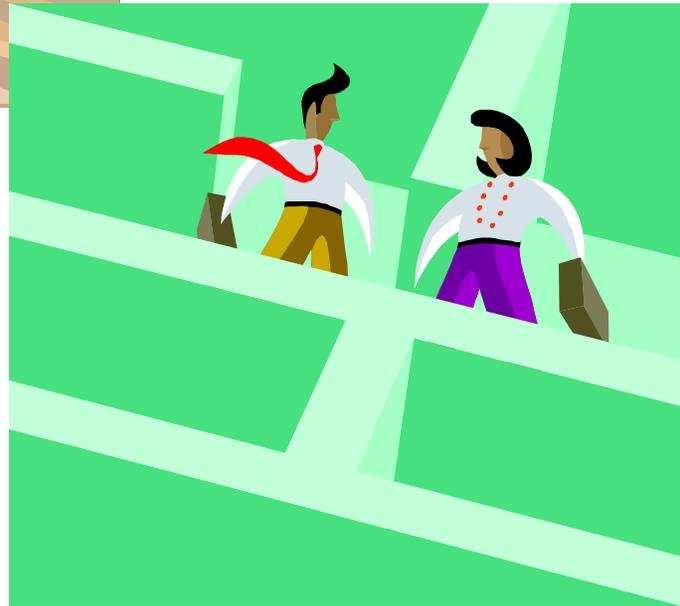
Your Goals for Today

Understanding what you expect is the first step to achieving



If you get what you want out of today
what would that be?

“If you don’t know where you are going,
that’s probably where you’ll wind up, no where.”



Strategic Planning



The Myth

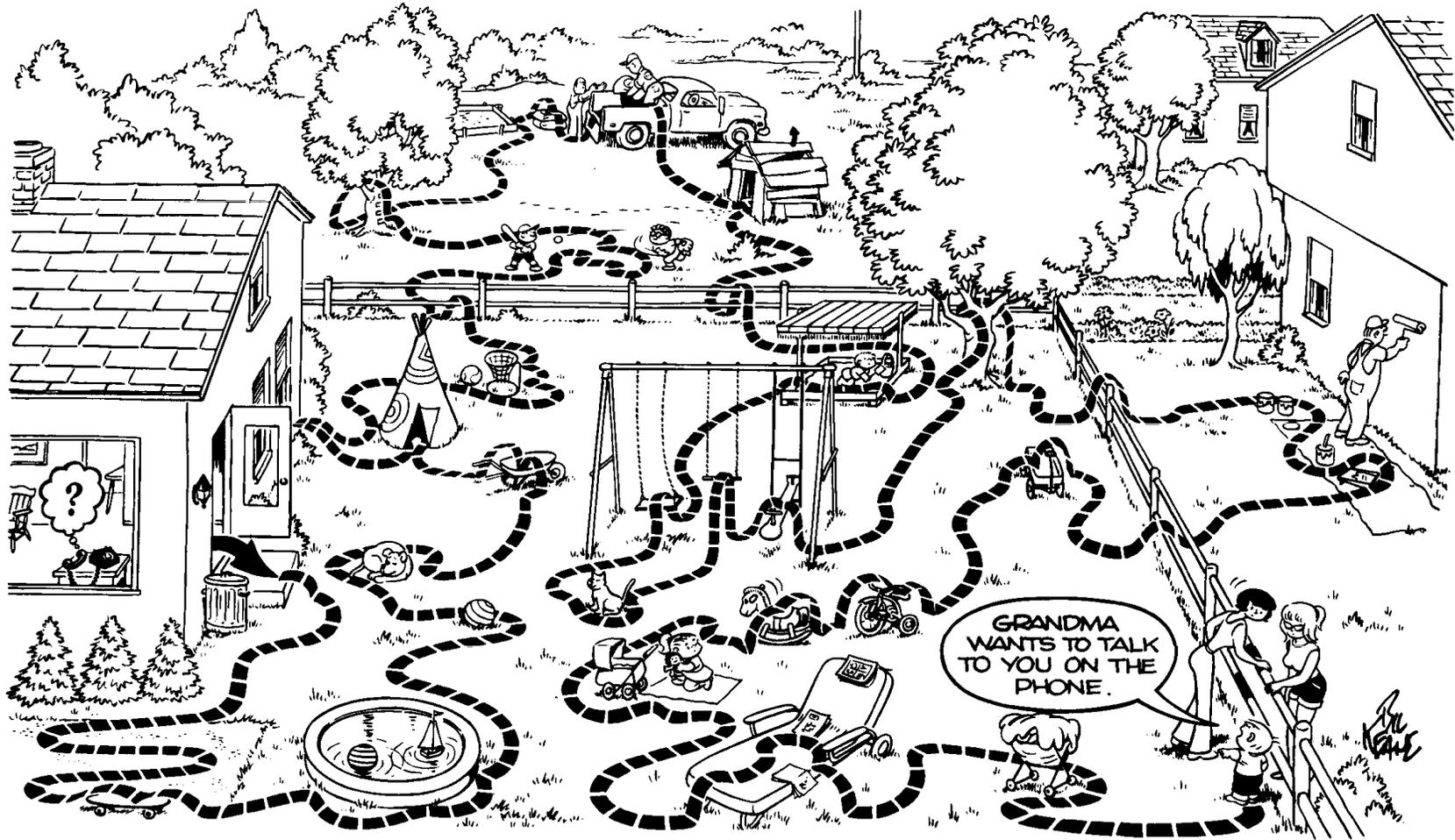
A long and expensive process only major corporations need.

The Reality

A simple six-step process all organizations and individuals can use to get more of what they want.



The Process without a Strategic Plan



Benefits of Strategic Planning

- Clearly defines the purpose of an organization or individual.
- Establishes realistic goals and objectives.
- Communicates to all affected.
- Gains buy-in and ownership.
- Blueprints the use of resources.
- Creates measurement and evaluation.
- Focuses efforts and results.

The Elements of a Strategic Plan

- Vision- Who you want your company to be at its best
- Mission Statement- How or what you do to achieve your vision
- Core Values- Why you do what you do

“SWOT”

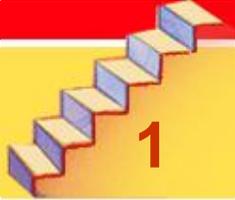
- Strengths- What you do well, how you act at your best
- Weaknesses- What are your blindsides, how you act under stress
- Opportunities- External positive alternatives and options to consider
- Threats- External limitations and blocks to recognize and plan for
- Strategic Objectives-Initiatives you have to achieve your vision
- S.M.A.R.T. Goals- Specific, measurable, achievable, realistic and timely action plans to accomplish the objectives.



Six Simple Steps of Strategic Planning

1. Identify core values and culture.
2. Craft vision and/or mission statements.
3. *S.W.O.T.* Evaluate internal and external influences.
4. Design Initiatives and Goals to achieve improvement and desired results.
5. Engage and deputize all involved.
6. Celebrate and revise.

Step One



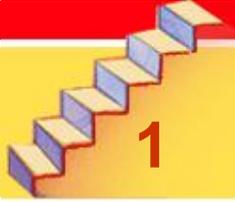
1 Identify core values (culture)

Know your “WHYs”

- Why is what we do important to us?
- Why we do things the way we do them?
- Why does this differentiate us?
- What drives us?

Defining your purpose is mission critical to creating the business and /or life that you want.

Step One



Identify core values (culture)

Some Core Values to Consider

Altruism
Fun
Excellence
Community
Competition
Growth
Profitability
Time
Trust
Loyalty
Clarity
Sustainability

Risk-taking
Freedom
Ownership
Cooperation
Caring
Integrity
Leadership
Humor
Commitment
Balance
Connection
Partnership

Honesty
Autonomy
Openness
Creativity
Independence
Social Responsibility
Respect
Recognition
Service
Accomplishment
Self-Expression
Innovation

Assignment

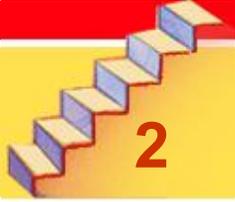


Develop a list of three to five values that capture what drives you / your enterprise. Define what they look like how do they show up

Example Core Value:

Social Responsibility: we will be responsible to the environment, our community and our partners in all decisions and actions.

Step Two



Identify who your organization is

- Vision
 - A statement of your dream, where you visualize your organization at its best.
- Mission
 - What you do that allows you to show your Vision.

Both will include concepts and/or words from your core values.

Assignment



Develop a 3-7 word vision statement that captures the essence of who you/ or your enterprise is at it's best:

1. Utilize words/thoughts/ concepts from your core values
2. Should be aspirational; you at your best
3. Clear/ concise/ targeted

Examples:

Restaurant Group

We Create Community

ACS

ACS is the leader in promoting and supporting American cheeses

A vision statement is your north star; it should always guide you, your team, and/or your organization

Mission Statement

Is the how and what you do to achieve the vision. Mission statements are always optional but taking the time to develop one will always pay off. It allows other to understand the mechanics of how to accomplish the vision.

ACS Mission Statement

ACS provides the cheese community with educational resources and networking opportunities, while encouraging the highest standards of cheesemaking focused on safety and sustainability.

Assignment



Mission Statement

Make a list of 4-6 things you do or will do to achieve your vision.

Step Three



Evaluate Internal and External Influences S.W.O.T.

Internal Influencers

- “We know these, but don’t necessarily share them with others.”
 - **Strengths**
 - What we do best
 - Core competencies
 - Have all the resources, talents and skills
 - We are recognized for abilities, talents and skills
 - **Weaknesses**
 - What we struggle with
 - Inconsistent
 - Don’t have resources
 - Our blindsides
 - Our Achilles heel

Capitalize on strengths to minimize or eliminate weaknesses.

Step Three



Evaluate Internal and External Influences

S.W.O.T.

External Influences

Outside forces that can help or challenge us.

- **Opportunities**
 - Alliances
 - Leverage Exposure
 - Under-Served Markets
 - Doing Things Differently
 - *Out-Of-The-Box Thinking*
- **Threats**
 - Competition
 - Economic Factors
 - Lack Of Market
 - High Costs
 - *No Growth*

Assignment



- Opportunities

- Threats

Step Four

4

Initiatives and Goals

- What did your SWOT tell you?
- Utilizing your “weaknesses” and “opportunities”; sort them into “buckets”(lists of like issues, i.e. “Systems”, “marketing/branding”, “communication”. Sort and then define or name the list.
- Each person and organization will see clear and definitive areas of focus where they need to develop goals around.

Assignment:



“ From your SWOT; What are your “Big Buckets?”

Step Four

Initiatives and Goals

SMART GOALS

- Develop a list of Goals to get there. Goals can cover a 3month to 3 year time frame. They should be revisited frequently to check and adjust.
- Always use *S.M.A.R.T.* goals.

S - Specific

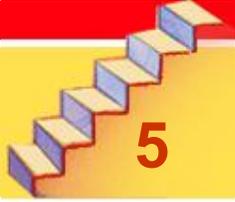
M - Measurable

A - Achievable

R - Realistic

T - Timely

Step Five



Engage and deputize all involved

- Stakeholders
- Employees
- Vendors
- Media
- Friends and Family
- Movers and Shakers

“Success without a plan is just an accident.”

Rick Sprague

Brand Development and Brand Messaging

The Value and Benefits of Branding

- Your Brand captures your vision, values and mission
- Brand messaging is the vehicle you use to communicate that message to others so they can “Spread the word”
- Deputize others with your brand promise, your brand value and your vision
- You will attract the ideal customers, clients and employees with a clear and focused Brand.

Assignment



- Build a list of Brand words that capture who you are. Verify that the words you chose are the best ones to describe your brand. Use your strengths for ideas for these words. When you have compiled this list; take the time to create a sentence or two to incorporate these words and eventually capture your brand message. So think about how you talk to others about who you or your company is. What you want them to say about you.

For me; if someone asked me about myself, I would say;

I am dedicated to making a difference through helping others reach their greatest potential. I support their success by assisting them to identify their strengths and discovering their unrealized goals through exploring possibilities.

- The underlined words are all words that describe my brand; personally and professionally. What does your brand message look like?

Step Six

6

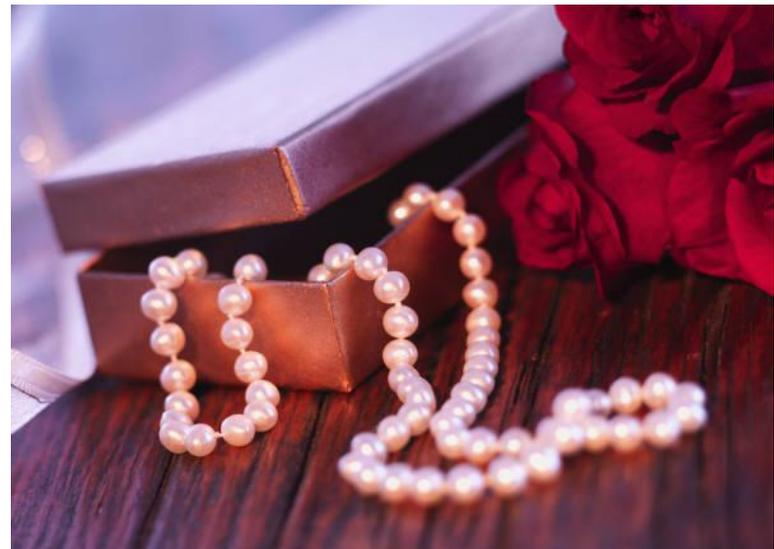
Celebrate and Revise

- Recognize
- Reward
- Acknowledge
- Invest in Thank You
- Look at the next level as a celebration



Nuggets and Pearls

What one or two things will you take away today and be able to use?



Thank You

“To accomplish great things
we must not only plan
but we must also believe”

Anatole France

