



## How good is your Strategic Planning process?

Statement

Strongly Agree

Agree

Neither Agree or Disagree

Disagree

Strongly Disagree

### Topics considered while developing our Strategic Plan

The external environment

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Competitors

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Marketplaces and customers

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Internal strengths and weaknesses

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Financial and other important measures

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### The Strategic Plan

We have a documented strategic plan. The last update was less than 12 months ago

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Our strategic plan shows clearly where we want to be in 3 - 5 years time ... our vision

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It shows where we are now

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It shows the critical projects we have to implement to move from where we are now to where we want to be

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Our strategic plan was developed by the executive management team

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### Implementation

Our strategic plan has been communicated successfully to all relevant stakeholders

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The critical projects have been rigorously defined

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We review the progress of these projects monthly or quarterly

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All our critical projects have completed successfully or are on-track to do so

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We are confident that we will achieve our vision when all the critical projects have completed successfully

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### Self-assessment Results

#### Most of your ticks are in the first two columns

Your strategic planning process is in good shape. If you want to make it world class, I can probably suggest two or three things that will make it fly!

#### Most of your ticks are in the middle columns

Some important elements are missing. If you give me a call, we can quickly identify the most important things to do.

#### Most of your ticks are in the right columns

You may be missing out on a great opportunity to grow your revenue and profit lines significantly.

If you give me a call, we can work out what needs to be done as a matter of urgency.

Whatever the outcome, there's no charge whatsoever for the initial phone call and / or meeting.