



The Benefits of
Strategic Planning

Incorporating the Essential Elements of
Strategy Within Your Organization



Create

Keeping strategy creation practical, focused and agile



Empower

Empowering people through engagement and communications



Execute

Manage execution with ownership and accountability

Managing strategically matters

Companies committed to building and executing strategy are equipped with advantages over their competitors, such as outperforming the market and increasing stability during times of economic uncertainty. The benefits reaped from producing a plan often greatly outweigh any initial investment of time and effort to create it. A plan presents team members with a clear course of action that aligns with the organization's long-term vision.

Need some help convincing yourself and your colleagues to make a commitment to the process? This summary shows how Strategic Planning makes a real, quantifiable difference for companies and their teams. The benefits derived will change the life of your business, yourself, and members of your team.

Strengthen performance	70% of organizations that have a formal execution process out-perform their peers. - Balanced Scorecard Collaborative
Drive growth and sustainability	Businesses committed to strategic planning show an increase of 12% on the bottom line and 11% on the top line greater above those that don't do strategic planning. This is in addition to "business as usual" growth. - Strategic Management Study, by M3 Planning
Expedite and improve decision making	Good decisions improve financial results. Companies that excel in decision making generate average total shareholder returns nearly 6 percentage points higher than those of other companies. - "Decide & Deliver: 5 Steps to Breakthrough Performance in Your Organization," Bain & Company
Insulate against external pressure	Downturns are roller coasters for weak firms. During downturns, weaker businesses are the shock absorbers of their industries – their margin swings are often three to five times that of the leader. That gives companies with strong, focused cores the opportunity to invest and gain ground on their competitors during the downturn and the subsequent recovery. - "Global Strategy Practice: Profit from the Core: A Return to Growth in Turbulent Times," Bain & Company
Provide clear and coherent direction	Managers don't focus on strategy. 90% of managers squander their time in all sorts of ineffective activities. In other words, a mere 10% of managers spend their time in a committed, purposeful and reflective manner. - Harvard Business Review
Improve individual productivity	90% of managers are typically either distracted or disengaged from key organizational objectives. Confusing frenetic motion with constructive action, these managers can be spotted by their unproductive busyness. - "Closing the Individual Productivity Gap: Putting First Things First," Franklin Covey
Manage better, lead stronger	Employees want direction. The most successful managerial behaviors that best correlate with business success include aligning employees with the mission, letting employees know what is expected, tapping into the talents of employees and talking with the employees about their progress/holding accountable. - "12: The Elements of Great Managing," The Gallup Organization
Establishes alignment and accountability	Lack of alignment. Only 19% of workers say they can effectively translate the company's top goals into the work they do. - "The Greatness Challenge," Franklin Covey

“Competitive strategy is about being different. It means deliberately choosing a different set of activities to deliver a unique mix of value.”

- Michael Porter, Harvard Business School

“Good plans shape good decisions.”

- Lester R. Bittel, author “Nine Master Keys of Management”

“Goals are the fuel in the furnace of achievement.”

- Brian Tracy, author

“Plans are nothing; planning is everything.”

- Dwight D. Eisenhower,
34th President of the United States

“To be built to last, you have to be built to change.”

- Jim Collins, *Built to Last*

“One’s competitors will likely enjoy the benefits of planning. Therefore, to ignore planning is to relegate a source of competitive advantage to disadvantage.”

- Javad Kargar and John A. Parnell

“Only those organizations that are principle centered and truly understand how to focus and empower their work force to execute against top priorities will succeed in sustaining greatness.”

- Dr. Stephen R. Covey,
cofounder, *Franklin Covey*

“You have to have purpose, you have to have vision, and most importantly, you have to share it with the people in your organization.”

- Gerry Faust, TEC Speaker

“The vision must be followed by the venture. It is not enough to stare up the steps – we must step up the stairs.”

- Vance Havner,
American Baptist preacher

“A boss tells you what you can do to achieve a goal. A leader asks what you can do to advance a vision.”

- Simon Sinek, author “Start With Why”

“Without execution, vision is just another word for hallucination.”

- Mark Hurd, Hewlett-Packard CEO

Create — Empower — Execute

OnStrategy is the enterprise, cloud-based leader in strategy management. Our online tools and hands-on services, including our flagship platform for empowering people to create and execute strategy, connects customers, employees and stakeholders to achieve enduring success.

As a strategy process leader and management partner, we believe strategy is more than simply achieving business goals. Smarter strategy builds smarter organizations. It inspires people to work hard, incite action and make things happen. Simply architected, thoughtfully executed, strategy moves mountains.

Whether you're just getting started, rolling out an organizational strategy, or managing execution, OnStrategy delivers the right tools and services to get the job done. Learn more at www.OnStrategyHQ.com.

Give it a try! All plans come risk free with a 14-day full featured trial.

1. Start a Free Trial.

We built OnStrategy as an organizational platform and integrated tool-set for empowering people to create and execute strategy. Collaborative, intuitive and actionable, OnStrategy is helping thousands of organizations worldwide achieve their strategic objectives. All plans include a 14-day risk free trial with no long-term commitments.

2. Create and Execute Strategy While Empowering Your Organization.

OnStrategy is a tailored, yet structured tool for facilitating every essential element of successful strategy. It fosters engagement, clarity, ownership, accountability and organization-wide communications at every step of the strategic process. Self-help resources, best-practices and templates provide real-world help when needed most.

3. Supported by People Passionate about Strategy.

We built and support OnStrategy and are passionate about helping people achieve enduring success. Available to help throughout the strategic process, we offer practical hands-on services to facilitate strategy creation, empowerment, and execution.



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