

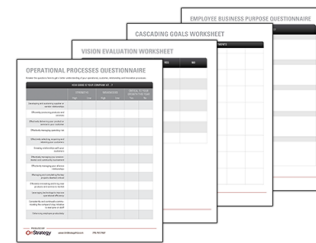
# Like what you're reading?

## Get the Complete Guide for Strategic Planning to deep-dive on the entire process.

72 page guide & 18 worksheets for \$20.

**GET YOUR GUIDE**

### Learn the key components of a plan and how to lead a strategic planning process.



#### Learn the Basics of Planning

- Learn and understand the elements of a comprehensive strategic plan.
- Familiarize yourself with the basic structure of a good strategic plan.
- Access a library of definitions and tips for developing each plan element.

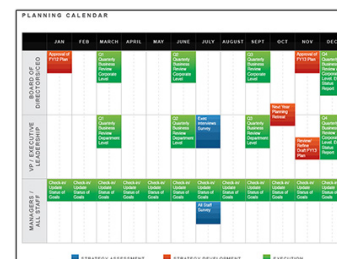
#### Leverage a Suite of Worksheets

- Build a plan using a full suite of 18 worksheets designed to help your team learn, understand, and develop key elements of your strategic plan.
- Have checkpoints to ensure every plan element is properly structured and has meaningful impact to help achieve your desired future state.



#### Follow a Proven Process

- Leverage a tried-and-true planning process that's been used to create thousands of strategic plans.
- Follow a planning schedule and process allowing your team to break planning elements into smaller, manageable exercises w.
- Use the Balanced Scorecard framework to



#### Build a Plan You Can Implement

- Complete the planning process with a strategic plan that's implementation-ready.
- Follow the implementation calendar and schedule to help your organization adopt and execute the plan.
- Learn how to manage your strategic plan's ongoing performance to keep your plan front-and-center.

## Identify Opportunities & Threats

**Opportunities** are situations that exist but must be acted on if the business is to benefit from them. Opportunities most relevant to a company are those that offer important avenues for profitable growth, those where a company has the most potential for competitive development, and those that match up well with the financial and organizational resource capabilities that the company already possesses or can acquire.

**Threats** refer to external conditions or barriers that may prevent a company from reaching its objectives.

The following areas can help you identify opportunities and threats that can be collected via research and surveys. Summarize your key findings as your OT part of your SWOT.

### Operating Environment:

- Political/legal
- Environment
- Social
- Technological

### Industry:

- New competitors
- Substitute products
- Power of suppliers
- Power of buyers
- Competitive rivalry

### Market:

- Growing, shrinking
- Size of markets
- New markets

### Competitors:

- Who they are
- Strengths, weaknesses
- Strategies

## Identify Strengths and Weaknesses

**Strengths** refer to what your organization does well. It gives you an advantage in meeting the needs of its target markets. An analysis of organization strengths should be market and customer-focused, because

strengths are only meaningful when they assist the business in meeting customer needs. Strengths give the organization enhanced competitiveness.

**Weaknesses** refer to any limitations an organization faces in developing or implementing a strategy. A weakness is something an organization lacks or does poorly in comparison to others, or a condition that puts it at a disadvantage. Weaknesses should also be examined from a customer perspective, because customers often perceive weaknesses that an organization cannot see.

You can define your strengths and weaknesses by breaking them down in these areas. Then align them with the strategic direction you want to go. They can be discovered via assessments and surveys:

### Capabilities:

- Human
- Organizational
- Knowledge

### Resources:

- Financial
- Physical
- Intangible

### Processes:

- Operational
- Customer management
- Relationship management
- Innovation

### Current Customer:

- Customer mix
- Satisfaction
- Loyalty
- Strength of your value chain
- Strength of your value prop

### Other:

- Technology management
- Communication
- Productivity
- Profit margins

**Figure 2 - Evaluating Strategic Positioning Matrix**

	INTERNAL		EXTERNAL
STRENGTHS	<ul style="list-style-type: none"> <li>Capabilities</li> <li>Resources</li> <li>Processes</li> </ul>	OPPORTUNITIES	<ul style="list-style-type: none"> <li>Operating Environment</li> <li>Industry</li> <li>Market</li> </ul>
WEAKNESSES	<ul style="list-style-type: none"> <li>Other process areas</li> <li>Current Customers</li> </ul>	THREATS	<ul style="list-style-type: none"> <li>Competitors</li> </ul>

## Define Customer Segments

Customer-focused organizations recognize that they cannot appeal to all buyers in the same way. Buyers are too numerous, too widely scattered, and too varied in their needs and buying practices. Rather than trying to compete in the entire market, you must identify parts of the market that you can serve best and most profitably.

The most effective way to do this is to segment customers. The [goal of creating customer segments is so you can target specific customers that have similar needs](#) and wants with the same message, products, pricing, and through the same distribution channels. When done correctly, your target market will respond similarly to your marketing efforts.

After you have identified your segments, determine what they need and how you can best satisfy them by providing value. Many organizations are committed to doing the right things, but they fail to understand what their people value. It is best to ask the customer/constituents and stakeholders themselves what they value. Then evaluate how to best provide value for each segment and set goals accordingly.

Some examples of customer segments include:

- **Small businesses located in Oregon:** Small body shops seeking rapid insurance reimbursement in Oregon.



- **Agencies in the marketing industry:** An agency focusing on public relations for local and state government community programs.
- **Field sales people constantly on the road:** Field sales people earning between \$50-\$100K who are image conscious first movers and are looking to purchase a sports car in the next year.
- **Anthropologie:** A nationwide retail store: 'A female about 30 to 45 years old, college or post-graduate education, married with kids, professional or ex-professional, annual household income of \$150,000 to \$200,000. She's well-read and well-traveled. She is very aware — she gets our references, whether it's to a town in Europe or to a book or a movie. She's urban minded. She's into cooking, gardening, and wine. She has a natural curiosity about the world. She's relatively fit. Her identity is a tangle of connections to activities, places, interests, values, and aspirations. She is affluent but not materialistic. She's focused on building a nest but hankers for exotic travel. She'd like to be a domestic. She's in tune with trends, but she's a confident individualist when it comes to style. She lives in the suburbs but would never consider herself a suburbanite.' ' Fast Company

Answers to the following questions will help you identify your target Customer Segments:

- Who are your biggest customers?
- Do your customers fall into any logical segments based on needs, motivations, or characteristics?
- Are there one or two characteristics that will help you segment your customers? (geography, price, need, etc.)
- Have you described them well enough to picture shaking their hand?

**Fig. 3 - Determining Lifetime Value of Customer**

CALCULATING THE LIFETIME VALUE OF A CUSTOMER TO YOUR BUSINESS.	
	Your Estimate
1. Average sale per customer per month	<i>\$150</i>
2. Number of sales per year per customer	<i>24</i>
3. Number of years customer buys from you	<i>5</i>
4. Number of referrals from customer	<i>4</i>
5. % of referrals that become customers	<i>50%</i>
6. Lifetime Value before referrals = Calculation: Gross Sales per year per customer (1x2) X Number of years customers buy from you (3) =	<i>\$18,000</i>
7. Lifetime Value of Referrals = Calculation: Referrals who become customers (4x5) X Lifetime Value before Referrals (6) =	<i>\$36,000</i>
<b>Total Lifetime Value of a Customer (6+7)</b>	<i>\$54,000</i>

## Step 1: Segmenting Customers

### Segment Name:

Name your target customer segment.

### Evaluate:

After you have identified your customer segments, evaluate them based on the following criteria:

- Can you measure the size of the segment?
- Can you reach this segment through clear communication channels?
- Are there enough customers in the segment to make it profitable?
- Will this segment respond differently to product and service offerings than other segments identified?

### Customer Needs:

List the needs or wants of this customer segment. Target customer segments can be grouped based on similar needs, motivation, or behavior. You may also choose to approach this by picking one product/ service that your company provides in meeting the needs of this segment. For example, the U.S. car market can be segmented by product type (luxury car, sedan, minivans, sports cars) and customer needs (convenience, style, cost, reliability).

### Customer Characteristics:

List the characteristics that describe this segment. To help you segment your target customers, a detailed list of major categories of characteristics is provided at the end of this section. If you have a consumer product or service the major categories of characteristics are: demographic, geographic, lifestyle, and usage. If you have a business-to-business product or service, the major categories are: demographic, environmental, operating variables, purchasing approaches, situational factors, and personal characteristics. Remember there is no best way to segment a market; it requires your creativity.

### Customer Profile:

Create a customer profile that uniquely describes this target customer segment. Each customer profile should be descriptive enough that it enables you to 'shake the imaginary hand' of this segment. Add any descriptive words that you did not include under customer needs and customer characteristics.

## Step 2: Targeting

### Evaluate your target customer segment's attractiveness:

- How big is this customer segment and what is the growth potential?
- Is this segment substantial? Can you reach these customers?
- Does targeting this segment leverage your competitive advantage? Do you have the resources?

### Evaluate the financial feasibility:

- Is this segment profitable? Projected Revenue ' Estimated Expenses = Profit. If so, then determine the projected Revenue.

Select segments your company can compete in successfully. Combine any segments where the key success factors are similar. For each segment a single value creating strategy can be formulated.\

### Step 3: Positioning Statement

Create a company value proposition image so that you occupy a unique and distinctive place in the 'mind' of the target customer segment . When your customer thinks of your company, what do you want to come to mind? This positioning statement should provide consistent messaging and communication.

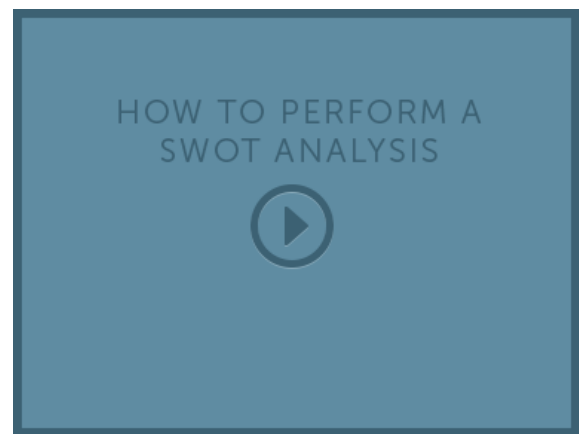
### Step 7: Develop Your SWOT

A SWOT analysis is a quick way of examining your organization by looking at the **internal strengths and weaknesses** in relation to the **external opportunities and threats**. By creating a SWOT analysis, you can see all the important factors affecting your organization together in one place. It's easy to read, easy to communicate, and easy to create.

**Below are a series of questions that will help you analyze the internal strengths and weaknesses of your organization and the external opportunities and threats impacting on your organization.**

Some questions to ask while preparing your SWOT (these questions should have been asked in various interviews and surveys prior to preparing your SWOT):

- **Strengths:** What is golden about your company? What do you do well (in sales, marketing, operations, management)? What are your assets? What are your core competencies? Where are you making money? What differentiates you from your competitors? Why do your customers buy from you?
- **Weaknesses:** What do you need (customer service, marketing, accounting, planning)? Where do you lack resources? What can you do better? Where are you losing money? What necessary expertise/manpower do you currently lack? In what areas do your competitors have an edge?
- **Opportunities:** Where is the blue sky in your environment? What new needs of customers could you meet? What are the economic trends that benefit you? What are the emerging political and social opportunities? What are the technological breakthroughs? What niches have your competitors missed?



- **Threats:** Where are the red alerts in your environment? What are the negative economic trends? What are the negative political and social trends? Where are competitors about to bite you? Where are you vulnerable?

Once you have completed your SWOT, you should use the information to start developing a strategy that will leverage your organization's strengths to pursue opportunities, while also countering identified weaknesses and threats that might undermine your efforts. Most importantly, you can match your strengths with opportunities, shore up your weaknesses, and combat your threats as a starting point to form your goals. Keep your SWOT handy when you get ready to develop strategic alternatives and potential goals.

**Group Exercise:** List your Strengths, Weaknesses, Opportunities and Threats onto posters. Ask those in the room to add other items that they believe should be on or off of any of those lists. Discuss which items need to be addressed immediately, so you can later create goals for them.



# SWOT ANALYSIS TEMPLATE

Begin assessing your company's external situation by taking a quick pulse of your opportunities and threats. To do so, investigate the various areas listed here to get more specific about what's happening in your operating environment. This format ensures that you're looking at your strengths and weaknesses holistically. As you work through the worksheet, be sure to capture all your thoughts by writing them down.

	INTERNAL		EXTERNAL
<i>Strengths</i>	<p><b>Capabilities:</b>            Human Capital            Organizational Capital            Knowledge Capital</p> <p><b>Resources:</b>            Financial Resources            Physical Resources            Intangible Resources</p> <p><b>Processes:</b>            Operational Processes            Customer management Processes            Relationship management Processes            Innovation Processes</p> <p><b>Other:</b>            Technology management            Communication            Productivity</p> <p><b>Current Customers:</b>            Customer mix            Satisfaction            Loyalty            Strength of your value chain            Strength of your value prop</p>	<i>Opportunities</i>	<p><b>Operating Environment:</b>            Political/legal            Environment            Social            Technological</p> <p><b>Industry:</b>            New competitors            Substitute products            Power of suppliers            Power of buyers            Competitive rivalry</p> <p><b>Market:</b>            Growing, shrinking            Size of markets            New markets</p> <p><b>Competitors:</b>            Who they are            Strengths, weaknesses            Strategies            Objectives</p>
<i>Weaknesses</i>		<i>Threats</i>	

# SWOT ANALYSIS TEMPLATE

	OPPORTUNITIES	THREATS
STRENGTHS		
WEAKNESSES		

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