

MY
STRATEGIC
PLAN

THE BENEFITS OF
STRATEGIC PLANNING

DRIVE SUSTAINABLE RESULTS BY ALIGNING YOUR TEAM'S DAILY ACTIONS WITH THE LONG TERM VISION

MANAGING STRATEGICALLY MATTERS TO THE LIFE OF YOUR BUSINESS.

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.*

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| STRENGTHEN PERFORMANCE | 70% of organizations that have a formal execution process out-perform their peers. 🔗 <i>Balanced Scorecard Collaborative</i> |
| 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. 🔗 <i>Strategic Management Study, by M3 Planning</i> |
| 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. 🔗 <i>"Decide & Deliver: 5 Steps to Breakthrough Performance in Your Organization," Bain & Company</i> |
| 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. 🔗 <i>"Global Strategy Practice: Profit from the Core: A Return to Growth in Turbulent Times," Bain & Company</i> |
| 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. 🔗 <i>Harvard Business Review</i> |
| 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. 🔗 <i>"Closing the Individual Productivity Gap: Putting First Things First," Franklin Covey</i> |
| 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. 🔗 <i>"12: The Elements of Great Managing," The Gallup Organization</i> |
| 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. 🔗 <i>"The Greatness Challenge," Franklin Covey</i> |

“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

WHAT IS **MyStrategicPlan**?

MyStrategicPlan is a nationwide leader in on-demand strategic planning services and the keystone product of M3 Planning. M3 provides consulting, market research and facilitation services, as well as hosts products and tools such as MyStrategicPlan for leaders with big ideas that want to empower and focus their teams to achieve them.

We deliver integrated, industry-specific planning services for organizations of all sizes. We take the mystery out of strategic planning. The steps to execute the plan are clear since we focus as much on the strategy as on the implementation. M3 Planning is dedicated to inspiring big ideas and creating the laser-like focus to achieve them.

GIVE IT A TRY! ALL PLANS COME **RISK FREE WITH A 10-DAY FULL FEATURED TRIAL.**

1. **Start a free trial.**

All plans include a 10-day risk free trial with no long term commitments. The MyStrategicPlan system is web-based and is safe and secure. Let us manage the hassle while you focus on your plan.

2. **Build your team's strategic planning muscle.**

If you are a strategic planning expert, we invite you to leverage the MyStrategicPlan platform and consolidate all your planning into a centralized system – one system, one plan! If you aren't an expert, then you aren't alone. You can quickly get your team up to speed on all things related to strategy, planning and execution.

3. **Backed with people power.**

Loaded with do-it-yourself resources, videos and weekly complimentary trainings, we are more than just a software application. Our strategy experts are also available to support you in your journey with specialized services.

MY STRATEGIC PLAN

Call us at 775.747.7407 or visit
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