

# Strategy Huddle™ with MyStrategicPlan

Open Line Q&A – Bring your  
strategic planning questions

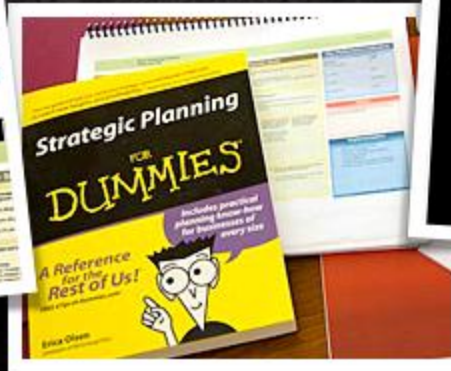
Welcome!

*Powered by*



- Purpose** Answer real-world questions, handle high-level strategy issues, and share best practices on strategy, execution, planning
- Duration** 45-60 minutes
- Your Role** Ask questions: Questions can be submitted via the Chat Box on right at any time. \*\*
- Offer suggestions: Share your experience via the Chat Box during the topic at hand
- Details** Session is being recorded and a follow-up email this week will include a link to this huddle as well as the supporting slides.

- In the past three years we have...
- Managed 100+ strategic planning processes
- Deployed 800+ strategic management systems (MyStrategicPlan, MyNonprofitPlan, MyChurchPlan)
- Built consensus and commitment with 3,000+ executives, managers, boards
- Empowered 1 million+ strategist & soon-to-be strategists



## I. Stat of the Month

## II. Topic: Open Line Q&A – Bring your strategic planning questions

- As we approach CY 2012 many organizational and strategy leaders are preparing for their strategy review and prepping for next year's goals. Other leaders who are new to strategic planning are trying to figure what the next steps are. Either way, if you have strategic planning and/or execution questions, let us help you!

## III. Tap into the Wisdom of the Crowd

# Fewer Strategic Priorities Is Better:

Executives whose companies have very few (1 to 3) firm-wide strategic priorities were the most likely to say their companies have above-average profitability and revenue growth.

"Companies succeed when they have a well-defined set of differentiated capabilities that connect to their chosen way of competing."

Source: The Essential Advantage: How to Win with a Capabilities-Driven Strategy, Booz & Company

# After a recession, progressive companies outperform pragmatic companies by:

- Almost **4** percentage points in sales
- More than **3** percentage points in earnings before interest, taxes, depreciation and amortization...
- About **2x's** as well as companies in general.

Source: HBR, March 2010

I'm a big fan of strategic planning, but have never led the charge as the strategy leader. I am new to our company and they have already been down this road too many times and it has never stuck. Do you have any recommendations to pursue to make it work more successfully this time?

## OPEN LINE Q&A

# Question 1

- See presentation for greater detail



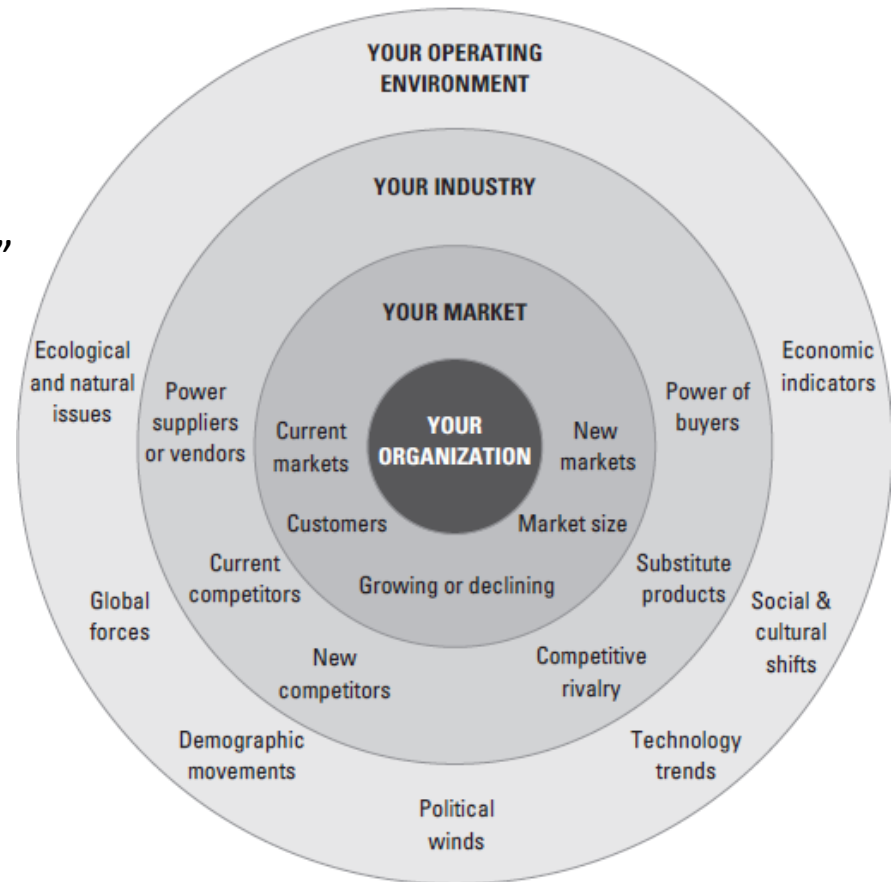
**Part A:** We do customer research all the time, what kind of research beyond this do we need in order to enter into a strategic plan with all the information needed?

**Part B:** I find that many organizations that do strategic planning really don't do a good job with the environmental scan, especially the external component. Do you have any suggestions or tools or templates that help to successfully facilitate this process.

## OPEN LINE Q&A

# Question 2

- See presentation for greater detail
- Recommended book: “Strategic Market Management” by David A Aaker
- Environmental Scan graphic:
  - Referenced from new “Strategic Planning for Dummies” published Nov 14<sup>th</sup>, 2011.



What is the appropriate number of strategic objectives? We have an internal struggle regarding strategic objectives and how many is too many.

**OPEN LINE Q&A**

# Question 3

- See presentation for greater detail

We are an existing successful business with a long track record. We are developing a Strategic Plan and a Business Plan to raise capital to help us expand. I would love to hear you discuss how the Strategic Plan and Business Plan can work together in a situation like ours.

## OPEN LINE Q&A

# Question 4

- See presentation for greater detail

Our company has been checking out MyStrategicPlan and a few other options the past few months. What are the benefits of MyStrategicPlan and a robust plan versus the One-Page Strategic Plan. To me, I like the concept of a one page plan, but don't know exactly what the trade-offs are. Am I thinking through the difference right – robust vs simple?

## OPEN LINE Q&A

# Question 5

- See presentation for greater detail



Can you suggest 3-4 resources (video, book, speech, slideshow) to share with my CEO that will help me emphasize the value of Strategy Planning and to convince him that it is worth his time, and his staff's time? I don't have the buy in yet:-)

## OPEN LINE Q&A

# Question 6

- See presentation for greater detail
- July, 2010 Strategy Huddle Question: I am new to the “strategy leader” role in our mid-sized company. What are two pitfalls that I need to watch out for?  
<http://mystrategicplan.com/resources/leadership-and-strategy/>
- **TED Talk - Simon Sinek: How great leaders inspire action**  
[http://www.ted.com/talks/lang/eng/simon\\_sinek\\_how\\_great\\_leaders\\_inspire\\_action.html](http://www.ted.com/talks/lang/eng/simon_sinek_how_great_leaders_inspire_action.html)
- Document: Benefits of Strategic Planning by M3 Planning / MyStrategicPlan  
[http://mystrategicplan.com/wp-content/uploads/2011/10/MSP\\_BenefitsofStrategicPlanning\\_Aug2011.pdf](http://mystrategicplan.com/wp-content/uploads/2011/10/MSP_BenefitsofStrategicPlanning_Aug2011.pdf)

- Next Date to be announced - returning in 2012
- Interested in sharing/presenting a best practice as a Strategy Leader? (send email to [admin@mystrategicplan.com](mailto:admin@mystrategicplan.com) and reference the Strategy Huddle in the subject line)
- Follow us on Facebook & Twitter @MyStrategicPlan
- More great training available: [www.mystrategicplan.com/resources](http://www.mystrategicplan.com/resources)
- Today's session is being recorded and a follow-up email this week will include a link to this huddle as well as the supporting slides.

# Get Expertise When You Need It

One-on-one guidance for those trouble spots in your planning

[mystrategicplan.com/strategic-planning-consulting](http://mystrategicplan.com/strategic-planning-consulting)

### Quick Start Coach

Get started on the right foot and avoid pitfalls to improve the success of your plan.

- Jumpstart your plan with one-on-one assistance from a planning professional.

**\$495**

[Get More Info](#)

### Strat Plan Review

Ensure your plan is complete, holistic and ready to implement!

- Our team will provide you with a report and specific recommendations for your plan based on years of experience.

**\$795**

[Get More Info](#)

### Strategy Support

Get answers to your strategy questions, when you need them.

- Receive 3 hours of one-on-one consultation with a dedicated MSP strategy advisor.

**\$495**

[Get More Info](#)

MyStrategicPlan  
465 Court Street  
Reno, Nevada 89501  
(775) 747-7407 ph

[admin@mystrategicplan.com](mailto:admin@mystrategicplan.com)

Our office hours are Mon-Fri 9am-5pm (PT)