

Strategy Huddle™ with MyStrategicPlan

Open Line Q&A – Bring your
strategic planning questions

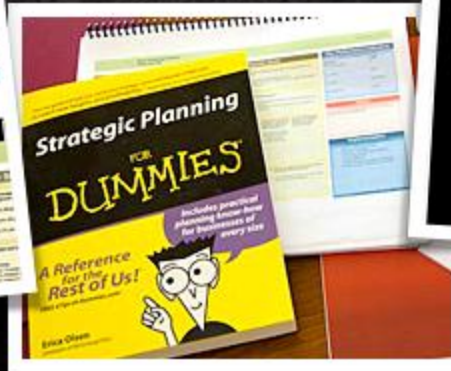
Welcome!

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- 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

- We recognize that strategic planning can sometimes be difficult and whether you are new to the process or a seasoned strategic planning veteran, we all face difficult questions and sometimes it is nice to run them by a third party.

III. Tap into the Wisdom of the Crowd

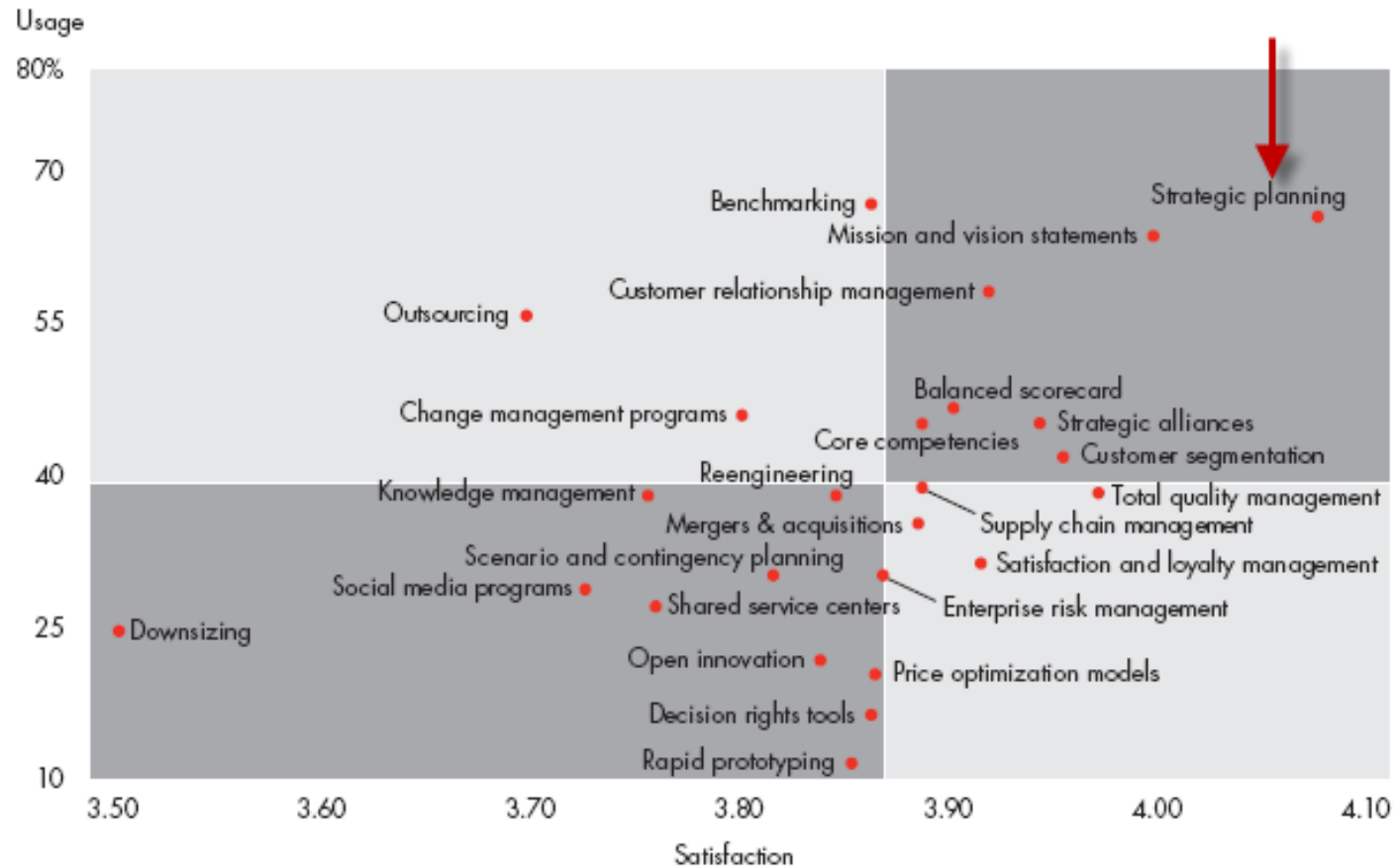
How Effectively Executives Spend Their Time

Just half of executives say their time spent at work aligns with their organizations' strategic priorities. Great support makes a big difference.

Source: McKinsey & Company – McKinsey Quarterly, December 2011

Strategic Planning as a Management Tool

Figure 7: 2010 usage and satisfaction (on a scale of one to five)



Source: Bain survey

Source: Bain & Company, "Management Tools & Trends 2010"

I was thrown into the fire as coordinator of our agency's (800 employees) plan. I was lucky to find MyStrategicPlan online. Unfortunately I work with a CEO who thinks he wants a strategic plan but has no patience to build one. After our 3rd session (where I was taking the groups through the why and how of a plan: vision statement, competitive advantage and beginning of our SWOT) he couldn't stand it anymore and stated we just needed to take on projects and get moving. He has been very successful for 25 years working with this method -- just jumping into the soup bowl and swimming (or sometimes not). I know this goes against the concept of a fully developed strategy plan but I think there are several of us who must try to adapt to shortcuts. Your insight is appreciated.

We have a couple people on our executive team who believe strategic planning is a waste of their time, what can I do to convince them otherwise?

OPEN LINE Q&A

- Challenge with resisters. What can you specifically do?
- Look at yourself as an external resource.
- What are the outcomes that the organization is seeking?
- Make the case – start with the end in mind. What small action are we going to take.
- Align the projects to the strategic plan and the high level priorities.
- Think about strategic planning “light” – think baby steps. Some times it is about doing, without confirming it is part of process.
- Buy in from CEO is critical.
- Sometimes the organizational readiness is just not there.
- Put strategic planning in its place – creating shared priorities with the group. The right priorities.
- Aligning resources – time and money.
- Creating a case. How many decision do you think are made in your organization every day? Do we have a need to guide those decision via strategic planning?
- Think about doing a staff survey.

Following the MyStrategicPlan methodology, can you better explain the difference between organization wide strategies and strategic objectives? Ultimately, why is this (organization wide) needed?

OPEN LINE Q&A

- Organizational Strategies:
 - Overarching strategies – umbrella, customer intimacy, etc...
 - What is the focus for the Year
 - Guardrails that define what is in and what is out.
 - Value creating strategy
- Strategic Objectives:
 - Long term
 - Cascade goals off of it.
 - Mini strategies organized by the balanced scorecard.
 - SMACK recipe – in book by Jim Collins
 - Umbrella statements

I understand what Key Performance Indicators are, but I am having trouble identifying what goals should be categorized as a KPI. What should I consider in determining my KPI's? I go back and forth from having 1 to having "20" and I just don't feel like it is working for me.

OPEN LINE Q&A

- If there is a metric you are trying to influence, then track it.
- Do what is right for your organization by tracking 1 or tracking 20.
- By tracking the metrics your are using it as a decision driver and giving you the information you need to set actions.

In making sure strategic planning remains alive and relevant and our efforts don't fall flat, what kind of resources should I budget for in terms of finances, human resource, etc. Any other tips that we should consider?

OPEN LINE Q&A

- Time is the critical resource. Meet monthly if possible – do it regularly.
- Let your staff know that planning is important. Meet and report out.
- Align resources – those goals that need additional resources.
- End goal is building culture of strategic thinking, performance management, etc.
- Taking action and behaving based on the priorities. Making choices on how we spend our time.
- Planning allows you to keep staff accountable, but just as important is that it allows you to hold the staff able. If your team is able to do the job they are accountable for it benefits everyone.

How to help C Level Executives determine/prioritize what goals/milestones to include in plan?

OPEN LINE Q&A

- Offsite – go through a rating and ranking.
- Identify critical goals that need to be accomplished.
- Get short list by ranking. Have CEO prioritize goals. Make sure we are focusing on the “must dos” – voting or CEO selects.
- Opportunity analysis – rating and ranking, assigning costs, focus on those with the highest impact.

- ⑥ Next Date is April 25th, 2012 @ 9:00am PT/12:00pm ET
- ⑥ Interested in sharing/presenting a best practice as a Strategy Leader? (send email to admin@mystrategicplan.com and reference the Strategy Huddle in the subject line)
- ⑥ Follow us on Facebook & Twitter @MyStrategicPlan
- ⑥ More great training available: www.mystrategicplan.com/resources
- ⑥ 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

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mystrategicplan.com/strategic-planning-consulting

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

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