

# STRATEGIC PLANNING

Engaging staff in the strategic planning process

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# The Challenge



Developing a great business strategy can be complicated. A strategy must be well defined, and management should have a clear, realistic vision of how it will be realised. Many companies struggle to distil their strategic aims into a cohesive vision made up of achievable objectives that will deliver sustainable value to the business.

## How can Footprint Consulting help?

Footprint Consulting specialises in Strategic Planning Workshops that are defined by their collaborative and results-oriented approach. The methodologies used in our workshops are specially designed to harness creativity and direct it in the right direction. We are experts in strategic planning, and use our knowledge base and experience to support your people in the development of your strategic plan.

By ensuring that all members of the management have had some input into the process, we aim to see that everyone is fully engaged and committed to realising the strategic aims.

*“There is something incredibly inspiring about seeing an entire team come together and direct a special energy towards building a future for their company. Even though I have facilitated over 500 business improvement workshops over 10 years, I still get butterflies in my stomach at the start of each session, because I know that I am witnessing the beginning of something great”*

Catherine Jacob, General Manager Footprint Consulting



# Participative Strategic Planning Workshops



## Footprint Consulting's Strategic Planning Workshops include:

- **Setting the vision:** Through a carefully mediated collaborative process, a new vision for the future of the company is established
- **Developing a strategy to secure the vision:** A concrete path that will see your newfound objectives realised is mapped out. The process includes strategic analysis, the creation of a detailed action plan, and progress review.



## KEY BENEFITS

- Create strategic alignment
- Collaborate environment
- Engage your team
- True accountability
- Regular reviews



# Strategic Planning Process

## Step 1: Vision Setting

Establish a new vision for the future of the company

## Step 2: Analyse Roadblocks and enablers: What can stop us from achieving the vision?

- Analyse roadblocks, risks and threats
- Enablers, opportunities and strengths

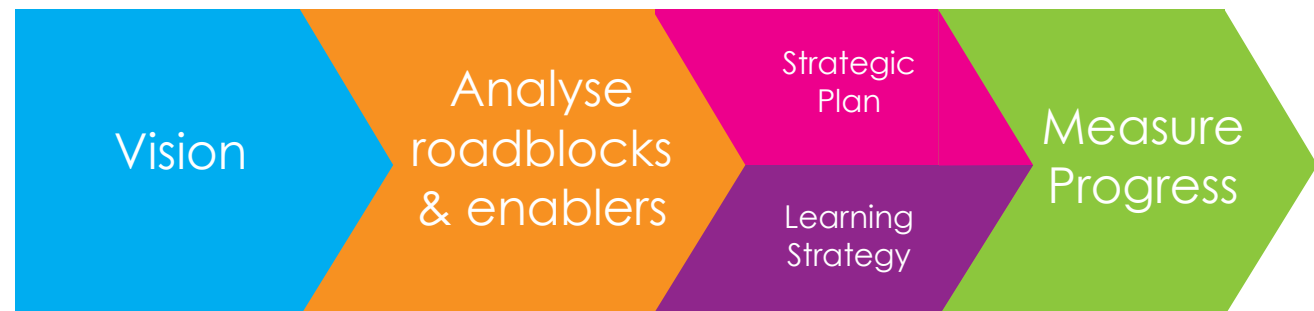
## Step 3: Develop Strategy: Two different strategic approaches can be applied to realise it

*a. Learning Strategy:* This approach is recommended for the opportunities revealed by the vision in which the level of uncertainty is high.

*b. Strategic Plan:* This approach is recommended where the level of uncertainty is low or moderate.

## Step 4: Measure Progress

Reviewing progress monthly using performance indicators created specifically for the plan



## What our clients say

*"I engaged Footprint Consulting in mid 2012 to assist us in developing our Strategic Plan for 2013-2015.*

*Catherine facilitated a series of workshops for our senior management team to help formulate our vision, strategy and objectives. These workshops were extremely productive and Catherine's leadership ensured –*

- *there was significantly greater collective ownership by the senior managers in the output of the workshops, and*
- *there was greater trust, openness and understanding between the team members, and*
- *the output was significantly better because of the buy-in from each of the senior managers who had different perspectives and skills.*

*In addition, Catherine's professional skill, care and engaging personality greatly facilitated the outcomes.*

*The Strategic Plan has now been finalised and an organisational survey recently undertaken shows that our staff understand and are committed to the direction we are heading. I am sure these outcomes would not have been possible without Catherine's significant contribution."*

*-Mark Payne, Chief Executive Officer*

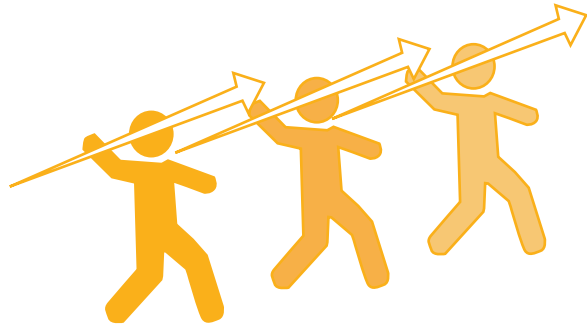


# 5 Key Benefits

that companies will gain from adopting a methodical and professional approach to strategic planning

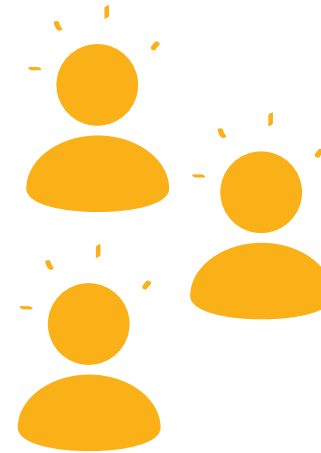
## Create strategic alignment

Everyone on your team is aligned with the strategic plan with actionable goals



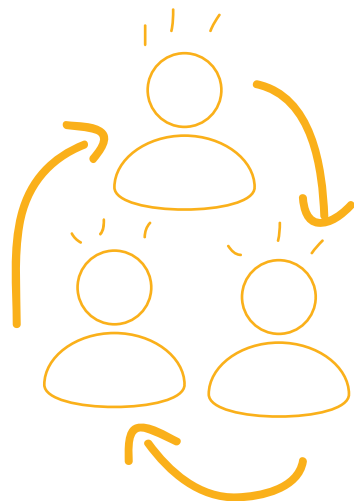
## Collaborative environment

Including team members in the process is essential to success. It draws upon all knowledge and expertise available.



## Engage your team

Fully engaged teams as a result of their involvement



**KPIs**

## True accountability

Drive accountability and follow through with the right performance measures in place

## Regular reviews



Set monthly meetings to review everyone's progress towards goals. Keep everyone engaged and moving forward with thoughtful review, appropriate adjustments, and great communication with your team.



Our mission is to help  
your organisation reach its  
**full potential**

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### Contact

**Footprint Consulting**

**P** +61 298 101 409

[info@footprintconsulting.com.au](mailto:info@footprintconsulting.com.au)