



**"If the rate of change on the outside exceeds the rate of change on the inside, the end is near."**

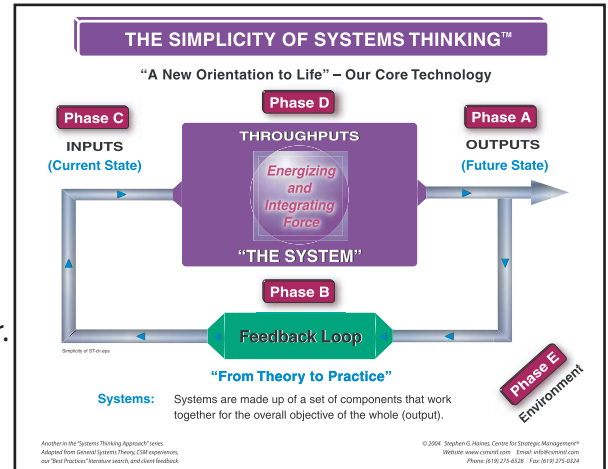
**-Jack Welch**, Former Chairman and CEO,  
 General Electric Corporation

## COMMON MISTAKES IN STRATEGIC MANAGEMENT

Part two of two

**Which of these mistakes are you or your company making? Use these questions and the answers you come up with to tailor your Strategic Planning process to your needs.**

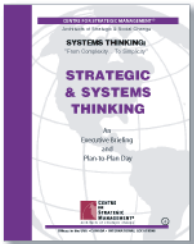
11. Lacking a scoreboard; measuring what's easy; not what's important.
12. Failing to define and build 3 year plans for Strategic Business Units, Lines of Business, and Major Departments in a meaningful way.
13. Neglecting to benchmark yourself against the competition.
14. Seeing the planning document as an end in itself.
15. Having confusing terminology and language with too few planning and change resources.
16. Trying to facilitate the process yourself-being pennywise and pound foolish when it comes to the use of a master consultant and facilitator.
17. Failure to define your unique positioning in the marketplace vs. the competition in the eyes of the customer.
18. Inadequate top management involvement in leading the process.
19. Failure to do meaningful and regular environmental scanning during the year.
20. "Tell 'em what they want to hear"/form rather than substance.



**Archive**

### January Sales Focus

**Strategic and Systems Thinking Executive Briefing Booklet**



155 pp, 2004 Version  
 Code: EBSTL

**Learn More!**

### CEO & Executive Briefing Series

**Upcoming One-Day Events**  
 State-of-the-Art Best Practices

#### Strategic Thinking and Planning

**Leading Strategic Change: Enterprise-Wide**

- Minneapolis - March
- Seattle - April
- Atlanta - May

**Learn More!**

### Workshops & Certifications

**Interactive Workshops - 2 1/2 Days**  
**Professional Certifications - 4 1/2 Days**  
 Results That Last A Lifetime

- Reinventing Strategic Planning
- Leading Strategic Change: Enterprise-Wide
- Strategic and Systems Thinking

**Learn More!**

**Haines Centre International Companies** • Consulting • Publishing • Training • Assessments • Coaching • Keynoting



**San Diego, CA 92110 • (619) 275-6528 • www.HainesCentre.com**