



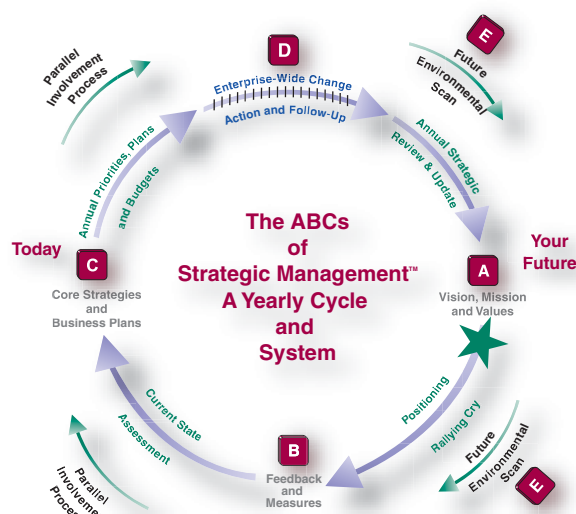
**"The great successful men (women) of the world have used their imagination... They think ahead and create their mental picture, and then go to work materializing that picture in all its details, filling in here, adding a little there, altering this a bit and that a bit, but steadily building — steadily building."**  
-Robert Collier

## 15 KEY BENEFITS OF A STRATEGIC MANAGEMENT SYSTEM

It is no secret that instituting a Strategic Management System (*Planning, Leadership and Change*) benefits your organization in many ways. Which of these benefits are still missing in your organization?

- \_\_\_ 1. Taking an organization-wide, proactive approach to a changing global world.
- \_\_\_ 2. Building an executive team that serves as a model of cross-functional or horizontal teamwork.
- \_\_\_ 3. Having an intense executive development and strategic orientation process.
- \_\_\_ 4. Defining focused, quantifiable outcome measures of success.
- \_\_\_ 5. Making intelligent budgeting decisions.
- \_\_\_ 6. Clarifying your competitive advantage.
- \_\_\_ 7. Reducing conflict; empowering the organization.
- \_\_\_ 8. Providing clear guidelines for day-to-day decision making.
- \_\_\_ 9. "Singing from the same hymnal" throughout the organization.
- \_\_\_ 10. Creating a critical mass for change.
- \_\_\_ 11. Clarifying and simplifying the barrage of management techniques.
- \_\_\_ 12. Empowering middle managers.
- \_\_\_ 13. Focusing everyone in the organization on the same overall framework/direction.
- \_\_\_ 14. Speeding implementation of core strategies.
- \_\_\_ 15. Providing tangible tools for dealing with the stress of change.

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