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"Change your thoughts and change your world."

-Norman Vincent Peale

STRATEGIC MANAGEMENT—IT'S SIMPLE

Strategic Planning and Change results are directly tied to your organization's ability to successfully implement your chosen plan. Below are three main keys and their associated tools, providing simplicity in strategic planning and change implementation.

THE FOUNDATION AND THE THREE KEYS:

Key #1

Have a Shared Direction:

A. Develop a Strategic Plan:

- Need a shared vision, values and core strategies with clear future Positioning in the marketplace.
- Develop clear and focused organization-wide Action Priorities for the next year.

B. Develop Buy-in and Stay-in to the Plan

- Communicate - communicate - communicate (stump speeches).
- Involvement - participative management - and WIIFM.

Key #2

Develop a consistent overall Strategic Business Design:

A. Conduct a Strategic Business Assessment and Redesign

- To ensure fit of all the policies and parts, People System and Business Processes of the organization.
- Using the overall direction, Strategic Plan and positioning as the criteria.

B. Cascade down department work plans, budgets and accountability

- Using the core strategies, Action Priorities and redesign as the glue.
- Down and throughout the organization.

Key #3

Successfully rollout and implement the changes in the Shared Direction and Strategic Business Design:

A. Know and adhere to your roles

- **Leaders:** to focus on content and consequences.
- **Support cadre:** for processes and infra-structure coordination.

B. Build follow-up structures and processes

- To track, control, adjust and achieve the plan and key success factor results.
- To reward, recognize and celebrate progress and results.

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