

## **"EFFECTIVE STRATEGIC PLANNING"** ***Some Tips for "Testing" Your Strategic Plan***

### **Vision**

Do you have an emotional attachment to your vision? Or is it primarily a collection of nice words for others to read? Does it inspire and energize you to get up every day and work at your business?

### **Values**

Do your core values clearly define the expected behaviors within and external to your company?

### **Mission (Objectives)**

Have you defined specific objectives that you are committed to accomplish? Will they help you take a giant step toward your vision? Do these objectives define what you clearly want and/or need? Why will you do whatever it takes to accomplish these objectives?

### **Critical Goal Categories**

What are the critical few areas that you must address to accomplish your Mission?

### **Market Segments**

Have you identified your market focus? What are your top 2 priority market segments? Have you aligned your marketing resources (time and \$) and defined specific goals to focus on these segments?

### **Goals & Action Plan**

Have you established S.M.A.R.T. Goals in each of your Critical Goal Categories? Do you have an action plan of **Who** will do **What** by **When** for each goal?

### **Other Ideas**

What strengths are you leveraging to differentiate yourself or to help you accomplish your Mission? What limitations are essential to overcome to accomplish your Mission? Does your plan include specific goals or actions to make it happen? Have you created a review and accountability process to help keep you on track?

Are you **unsure** of how to answer some of these questions? Do you get **stuck** in the process of thinking and action required for developing a plan which will drive your business forward? Are you inspired and have a plan but are not getting the results that you want? Contact me today for a free, no cost planning session. You will be assisted in:

- Identifying areas where you can and need to improve,
- Determining what is possible to accomplish,
- Developing a plan with action steps you can easily start on,
- Committing to action

Don't wait to accomplish the things you really want but are not sure of how to. Contact me today. My info is below.