

# STRATEGIC PLANNING

*“During my 25 years at Signet Mills, we have engaged in many strategic planning events. Working with Chris Wayne and SCMEP was the first time I left strategic planning with practical ideas, easy to use tools, and clear understandable objectives that were easy to execute. Our strategic planning with Chris and SCMEP has made a substantial positive impact on our company.”*

**John W. Simon Sr., President at Signet Mills**

## COMPETENCY TRAINING:



### Setting Impactful Stretch Goals

## BENEFITS:

- Establishes a unified direction
- Fully-involves the entire team
- Produces a more proactive work culture



### Assessing the Current Business

- Focuses on what really matters
- Identifies the areas of greatest need
- Reveals and eliminates blindspots



### Identifying Growth Opportunities

- Enables increased efficiency, performance, sales and marketshare



### Establishing and Executing a Strategy

- Safeguards the company against downturns
- Ensures long-term viability
- Produces better decisions
- Improves corporate health
- Provides increased revenue and profits

## DELIVERY:

### Day 1 (8 hours):

Establish mission, vision, values, corporate core, SWOT.

### Day 2 (8 hours):

Establish goals, objectives, and detailed action plan.

### Follow-Up (8 hours):

Meet every 2-3 weeks. Can also be used to develop departmental plans if needed.

**TIMELINE:** 2 months

**COST:**

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## THE PROBLEM:

Strategic plans enable companies to grow and to win. Without a strategic plan, your company will always operate reactively, always behind the competition and always off balance. Employees will pull in opposite directions, resources and time will be wasted, and opportunities will pass you by.

Well-crafted strategic plans can unlock tremendous potential in your team by ensuring a single-minded pursuit of corporate goals, a shared corporate vision, and a unifying sense of purpose. No corporate plan can be achieved by one person. You need a like-minded team. And your team needs a shared vision and goals that they can own.

### Companies who do **NOT** do strategic planning

**90%**

of companies fail to successfully execute their strategic plans. 48% percent fail to meet even half of their strategic targets.

**61%**

of executives say that their firms struggle to bridge the gap between strategy and execution.

**74%**

of executives don't have faith that their company's transformative strategies will succeed.

### Companies who **DO** strategic planning

**1.6x**

Successful organizations are 1.6 times more likely to have a clearly established and well-executed corporate strategy.

**30%**

Companies with an effective strategic plan grow 30% faster.

**77%**

of successful companies translate their strategy into operational terms and evaluate it on a day-to-day basis.

## THE SOLUTION:

SCMEP will help you create and execute a strategic plan that simply works so you can avoid the common mistakes that cause others to fail. SCMEP leads you through developing a world-class plan that perfectly fits your business, and we stay with you to ensure you can execute effectively. And we focus on narrowing those gaps between planning and execution.

SCMEP has helped more than 80 SC manufacturers develop and execute their strategic plans, and no other resource has more experience with manufacturing, planning, and growth.