

FACT SHEET #2

Strategic planning for achieving sustainable outcomes

WHAT IS STRATEGIC PLANNING?

Strategic planning is the process of identifying where you want to go, establishing the roadmap of how to get there, and then following the defined pathway to success.

WHERE IS IT BEST USED?

Strategic can be used at almost any level – it is an awesome tool for:

- ▶ Large corporations needing to create a shared vision and set of expectations for employee performance and services delivery,
- ▶ Work groups or business units seeking to ensure it meets corporate goals or milestones,
- ▶ Creating a systematic deployment process for specific projects, programs or product launches,
- ▶ Product development, marketing and delivery to market
- ▶ Individuals seeking to create a personal roadmap for success, to achieve personal goals.

LAYING THE GROUNDWORK FOR SUSTAINABILITY

Strategic planning is particularly important for sustainability and environmental projects as these are often sideline projects that need additional momentum and organization commitment to succeed.



STEPS FOR SUCCESSFUL STRATEGIC PLANNING

The road to successful planning is quite straight-forward, but does require focus and good facilitation.



THE VALUE OF STRATEGIC PLANNING

The real value of effective strategic planning is that it establishes clear expectations for those responsible for achieving outcomes. It provides a roadmap for everyone to follow, measure, and achieve. Clear accountability and follow-through leads to sustainable results.

The bottom line is that strategic planning works very time!

About Us

Our team delivers unprecedented results for clients using innovative methodologies, results oriented approaches, collaborative processes and commitment to high quality.

Our experts can work with your organization to focus on those activities will have the best impact for your organization.

CEO Libby Chaplin, combines extensive experience in collaborative planning, strategic visioning, and program design, to ensure you get the results you need.



If you would like to discuss your path forward or obtain additional information about our services, please contact us:

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