



Strategic Planning

Example framework

Overview

“The journey of 1000 miles begins with a single step” (*Lau Tzu, Chinese Philosopher*)



Issue: What distinguishes those that succeed from those that don't is the ability to take action- and having a clear step by step plan to achieving their targets



Concept: Business plans are not new- everybody has a to-do list! But how well aligned are these tasks to achieving your business goals? Using a **cascade planning** approach, strategic objectives can be broken down into basic tasks to create clear day-to-day, week-to-week, month-to-month action plans which can be monitored for progress, and reprioritised to maximise productivity



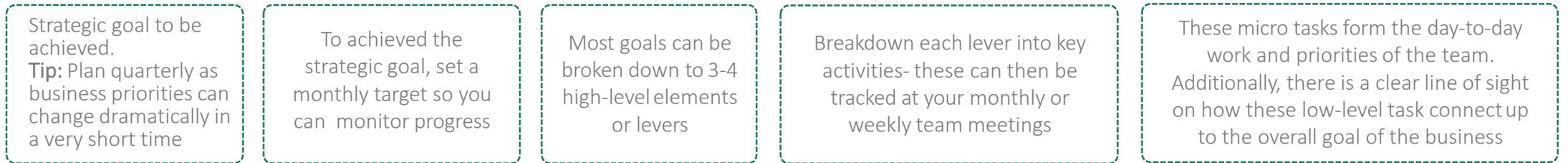
Benefits:

- **Improves alignment and productivity** as without a clear understanding of what needs to be achieved, staff and teams can set priorities that may not be related to the overall business strategy
- It **motivates action** as too often plans are vague or revolve around numbers on a spreadsheet with no clear path to making them a reality
- **Increased engagement:** When staff can clearly see how their efforts relate to the growth of the business, they develop a greater sense of ownership and become far more likely to invest more effort



Example framework

Cascade planning a method for ensuring that strategic goals are set and actioned across all elements of the business by breaking down strategic goals into actionable tasks



3mth Goal	1mth Target	Lever	Weekly Activity	Daily Task
<i>Grow profits by 10%</i>	<i>Achieve \$1m net profit by March</i>	Reduce costs and improve operations	Improve purchasing	Rationalise number of different products purchased
				Consolidate number of suppliers
				Re-engage the market through sourcing/tender activities and supplier negotiation
		Tech and automation	...	
		Streamline processes	...	
		Improve sales
		Develop a new product



Elm Professional Services

elmprofessional.com

E: pete.Marzec@elmprofessional.com

P: 0416274400

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