

EXECUTIVE STRATEGIC PLANNING TEXT OUTLINE

OVERVIEW

ELEMENTS OF THE STRATEGIC THINKING PROCESS

- Vision
- Values
- The External Assessment
- Market Segments
- Competitive Analysis
- Trend Analysis
- Internal Appraisal
- Structure
- Resources
- Strengths, Limitations, Opportunities, and Threats
- Strengths
- Limitations
- Opportunities
- Threats

THE BUSINESS PLAN

- Mission Statement
- Examples of Vision and Mission Statements
- Critical Goal Categories
- Business Planning Goals
- The Market Plan
- Market Communications
- The Sales Plan
- Financial Budgeting
- The Review Process
- Summary

EXECUTIVE STRATEGIC PLANNING WORKBOOK OUTLINE

BUSINESS PLANNING SCHEMATIC

BASIC FOUNDATION AND BUSINESS PHILOSOPHY

VISION AND VALUES

Vision

Values

EXTERNAL ASSESSMENT

Market Segments and Opportunities

Product/Service Competitive Analysis

Organizational Competitive Analysis

Trend Analysis

INTERNAL APPRAISAL

Structure and Function

Resources

Strengths, Limitations, Opportunities, and Threats

S.L.O.T. Analysis

MISSION STATEMENT

CRITICAL GOAL CATEGORIES

THE MARKET PLAN

THE SALES PLAN

FOLLOW-UP TOOLS

Key Assumptions

Budget or Profit and Loss Forecast

Measurement/Creating a Dashboard

P and L Worksheet/Income Statement

Dashboard Development Worksheet

Strategic Plan Recap