

Developing Your Business Vision, Strategy & Plan

**Leadership Challenge for Organizational
Performance Improvement**



Linton Consulting
Insights for Industry and Government

Who Needs Strategic Planning ?

When done properly a new strategy and strategic plan can 'make-over' your company, adding to your valuation and setting you on a positive course of performance improvement and revenue & profit **growth**.

Who needs a strategy? Every business, organization and level: Top management, Board of Directors, middle managers, even front-line employees. Sound decisions at all levels of your organization require a strategic plan so everyone sees the vision and is pulling in the same direction. Your plan is, in a sense, your contract with your stakeholders and your future. It will help you turn dreams into reality.

Why Important ?

Strategy development and strategic planning are business terms that are so abused and watered down today, that its seems few business people even know *fully* what they are.

Your strategic plan will define your vision, mission, business model, competitive strategy, objectives & goals and action plans. It should capture the core concept of your business and assure that every stakeholder and employee sees the vision and what they are to do to support it. Developing strategy is on of your primary responsibilities as a leader.

Content: What's in a Plan ?

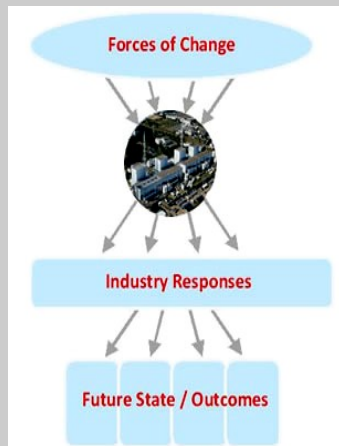
Your strategic plan should contain answers to important strategic questions. It will define what success is, the pathway for getting there and investments and schedule required.

No matter what size you are, this is no small task and it takes time. It requires an extensive review of the business and environment; your organization and strengths, weaknesses, opportunities and threats.

This means creating a mission/vision, setting priorities, allocating resources and making decisions as a visionary.



Strategic Planning Process



Strategy development is a process with inputs and outputs. Strategy takes time; it cannot be performed in a day or two. Like any process, garbage in means garbage out.

Our *Strategic Planning* process involves extensive interviews with your top & middle managers, marketing & sales leaders, and key external stakeholders.

We then challenge and validate your views about your business situation, economic, market and trends with research. Then, holding a series of workshops we engage your key leaders in the development of strategies, plans and goals that they will “own” and be able to realistically execute as a team.

Strategic Questions to Explore for Your Business:

In simplest form, strategy development is answering five strategic questions:

- Where Are We Now?
- Where Do We Want To Go?
- How Will We Get There?
- Who Will Take Us There?
- How Much Will It Cost?

Simple? Answering these questions in-depth takes time, research and soul-searching. This is a team effort and only after engaging the team can you develop action plans that seriously start you on the path of where you want to go.

How to Begin...

You will most likely need a process consultant to drive the strategic planning process. Your consultant/facilitator cannot do your planning for you, but can drive the process so it gets done efficiently. Having a guide through the steps will keep you from getting mired in details that may cause you to fail or be delayed.

**Call Today for Free
Telephone Consultation & Proposal**

Developing your business strategy can transform your business. It will give you the vision, plan and tools to set a new course and get your entire organization moving in the right direction. Call us for a confidential discussion on how to get started. Bill Linton will listen to and evaluate your business situation, schedule a visit and/or make recommendations for your path forward.

For discussion, contact Bill@LintonConsulting.com or call 864.901.5398



Linton Consulting
Insights for Industry and Government

Linton Consulting is a business partner providing independent insights and specialized advisory and strategic services to industry and government.

We work with organizations to support business strategy, diversification, market and organizational development. We develop scenarios and envision the future of markets, industries, and technologies. We help you create your business vision, mission and plans.

Our **Strategic Planning Services** have developed through many years of working with small-, mid-sized- and large- organizations in a variety of industries and sectors. We provide structure, planning processes and skills to enable your visioning and planning activities. We will guide you in establishing your direction, strategies and plans for survival and growth in this increasingly competitive world. We perform the key activities required: interviews, research, analysis, team facilitation and writing. Outcomes include development of your own customized and personalized strategic playbook for your team's progress.

We also provide strategic insights for sound decision making, planning, strategy, and execution. Insights come from research and analysis, executive interviews and inputs from many sources through our **Strategic View** process. Using this approach Linton has explored a wide range of markets and industries in Manufacturing, Process, Energy, Power, and Government sectors.

Linton Consulting Principal, Bill Linton is an independent consultant with a 35-year track record of accomplishments as a strategic development and marketing leader. He has led numerous strategy development programs and helped businesses in a variety of industries develop their vision, mission and strategic plans. He has personally interviewed dozens of executives and thought leaders and explored markets in North and South America, Europe, the Middle East and Asia.



He is a high energy professional with experience, research capabilities and strong facilitation and interpersonal skills to lead your organization to envision your future and develop and implement your plans.

Linton Consulting will bring you insights to transform your business.

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