

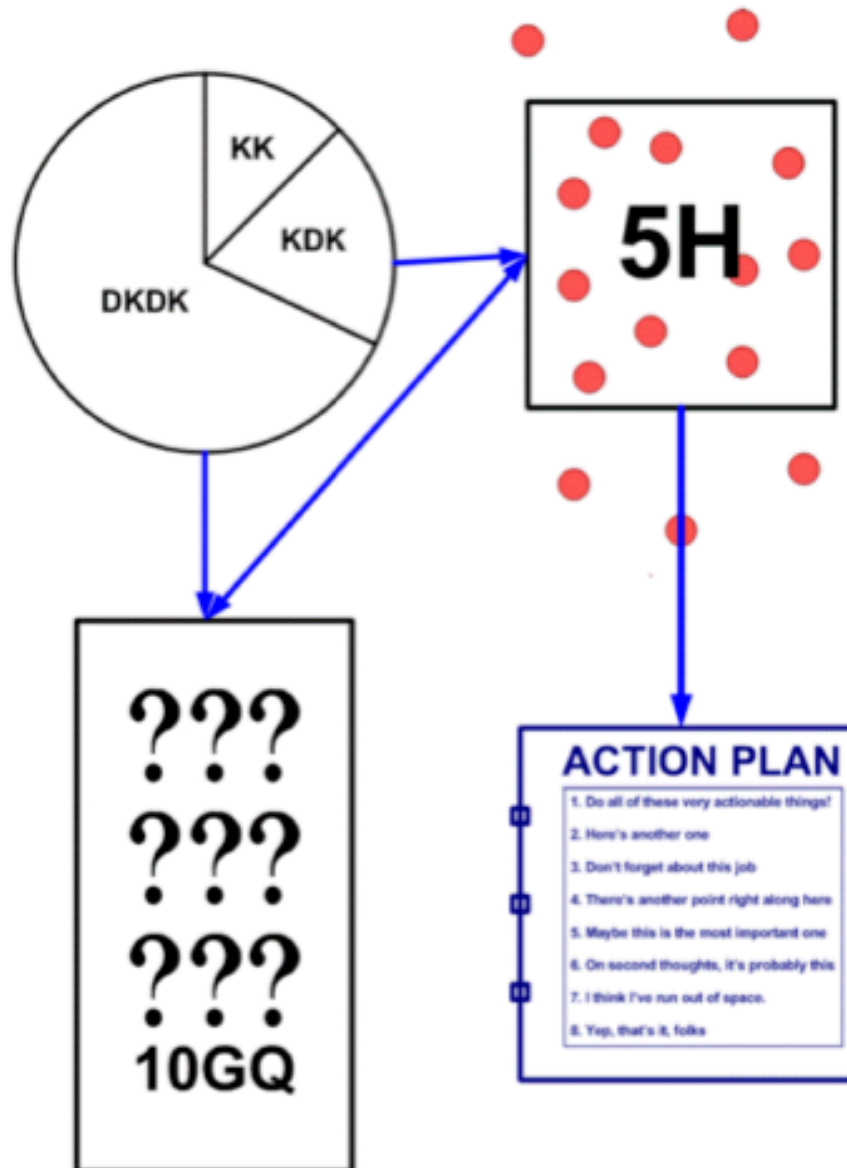


PREDICTABLE
SUCCESS

THE PREDICTABLE SUCCESS STRATEGIC PLANNING PROCESS

OVERVIEW

The Predictable Success Strategic Planning Process: Overview



Definition

Strategy is the conceptual framework from which flows _____.

From _____ flow _____.

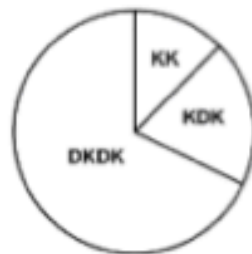
One person's _____ is someone else's _____ (and vice versa).

Strategic Planning = Strategic _____ + _____

Strategic thinking isn't concerned with ____ you think, it's concerned with _____.

The Predictable Success Strategic Planning Process: Overview

Step 1 >> Unlocking the puzzle >> You don't know _____

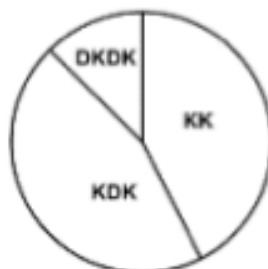


KK:

KDK:

(_____ Window).

Compare DKDK threat (above) with response:



Strategic planning concentrates on the area _____.

Four ways to get to DKDK:

1. _____

2. _____

3. _____

4. _____

Step 2 >> Set limits >> Define 'The Box'

For strategic thinking to be _____, it must be _____ by _____.
A good number of these is ____.



What are the _____ for your organization next year?

1. _____
2. _____
3. _____
4. _____

The Box' *can* be your _____ / _____ / _____.

Step 3 >> Ask 10 Great Questions

The '10 Great Questions' are the link between ____ and ____.

A 'Great Question' is one that is

1. _____
2. _____
3. _____, and
4. _____

See the examples attached. What are your own?

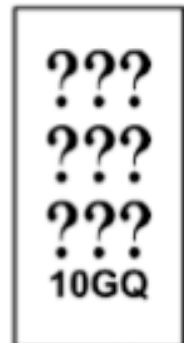
Four ways to create Great Questions:

1. _____

2. _____

3. _____

4. _____



Sidebar: The Mechanics of Asking and Answering Great Questions:

Should you use a facilitator at this stage?

Day of the week/location/activities:

The one person you must involve:

The _____.

This is the person in your organization who is:

[a] _____ to you,

[b] _____, and

[c] _____.

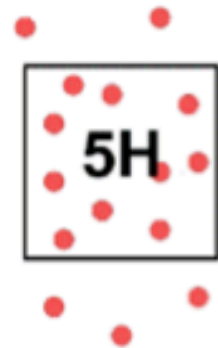
Step 4: Subject Your Answer to 5 'How?s'

This is what determines the _____ of the outputs from the strategic thinking phase.

Ask: "_____?" (Rinse and repeat.)

This part of the process should not be _____ - it needs to be ruthlessly _____, and therefore needs _____.

Hold this part of the process _____, with access to lots of _____ and _____.



RESULT >> AN ACTIONABLE STRATEGIC PLAN

TOP 6 SABOTAGERS:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____



INSTITUTIONALIZING THE PROCESS:

- _____
- _____
- _____
- _____

WHAT IF IT'S 'ONLY YOU'?

- _____

- _____

- _____

- _____

SPECIAL CONSIDERATIONS FOR END-OF-YEAR STRATEGIC PLANNING:

- _____

- _____

- _____

- _____

Top 10 Strategic Year-End Questions

Most end-of-year planning focuses on the tactical, specifically numbers and budgets. But what about the larger picture? Have you taken a step back and looked at the real threats and opportunities faced by your organization?

Here are the Top 10 Strategic Year-End Questions we use to jump-start strategic thinking in organizations we work with:

1. If you fired yourself today, and came back as a new boss tomorrow, what would you do? (*1)
2. If the 'perfect' competitor opened up across the street from you tomorrow, what would they be like? (*2)
3. What is the one thing your organization was worst at this year? What single thing most needs to happen to fix it?
4. What is the one thing your organization did best this year? What do you need to do to turn that success into a repeatable process?
5. Which individual was most responsible for standing in the way of your organization's success this year? What are you going to do about it?
6. Which department, division, team or function was most responsible for standing in the way of your organization's success this year? What are you going to do about it?
7. Which individual was most responsible for your organization's success this year? What are you going to do about it?
8. Which department, division, team or function was most responsible for your organization's success this year? What are you going to do about it?
9. What is the single metric or measurement you least liked hearing about this year? What will you do to prevent the same thing happening next year?
10. What is the single metric you will measure your success by (not how anyone else will measure your success – how you will measure your own success). What are you doing about it?

*Notes: 1. See Hymowitz, Carol. 2006. Fire Yourself — Then Come Back and Act Like a New Boss Would. Wall Street Journal, October 9, 2006.
2. See Seth Godin: 'Small is the New Big', Portfolio Publications, 2006.

Get hands-on help designing a winning game plan for your organization! Here's how.

