



Core Business Process:

Strategic Planning and Goal Setting

Objective: To establish a clear and actionable roadmap that aligns with the company's mission, vision, and long-term objectives while ensuring measurable progress.

Step 1: Preparation and Research

- 1. Assemble a Strategic Planning Team:**
 - Include key stakeholders such as executives, department heads, and external advisors if needed.
 - Define roles and responsibilities within the team.
 - 2. Conduct Situational Analysis:**
 - Perform a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats).
 - Review market trends, competitor performance, and industry benchmarks.
 - Assess internal resources, capabilities, and financial health.
 - 3. Define Strategic Priorities:**
 - Identify focus areas that align with the company's mission and market demands.
 - Prioritize based on potential impact, urgency, and feasibility.
-

Step 2: Goal Development

- 1. Set SMART Goals:**
 - Ensure goals are Specific, Measurable, Achievable, Relevant, and Time-bound.
 - Examples:
 - Increase market share by 10% within 12 months.
 - Launch three new products by the end of Q3.
- 2. Align Goals Across Departments:**
 - Break down strategic goals into departmental objectives.
 - Assign ownership and accountability for each goal.
- 3. Resource Allocation:**
 - Identify and allocate necessary resources (budget, personnel, technology).
 - Ensure alignment of resource allocation with prioritized goals.

Step 3: Strategy Formulation

- 1. Develop Action Plans:**
 - Outline specific initiatives, tasks, and milestones to achieve each goal.
 - Assign timelines and responsible parties for execution.
 - 2. Risk Management:**
 - Identify potential risks and develop mitigation strategies.
 - Establish contingency plans for critical scenarios.
 - 3. Integration:**
 - Ensure strategies are integrated into daily operations and communicated across the organization.
-

Step 4: Implementation

- 1. Communication:**
 - Hold a company-wide meeting or announcement to share strategic goals.
 - Provide accessible documentation detailing plans and individual roles.
 - 2. Execution:**
 - Begin executing action plans with regular check-ins.
 - Monitor performance and adherence to timelines.
 - 3. Support:**
 - Provide ongoing support and resources to teams and departments.
 - Address roadblocks promptly.
-

Step 5: Monitoring and Evaluation

- 1. Performance Tracking:**
 - Use KPIs (Key Performance Indicators) to measure progress.
 - Implement dashboards or reports to track real-time performance.
- 2. Regular Reviews:**
 - Conduct weekly or monthly review meetings to assess progress.
 - Adjust strategies or timelines based on findings.
- 3. Feedback Loop:**
 - Gather feedback from employees and stakeholders on the effectiveness of the strategy.
 - Incorporate lessons learned into future planning cycles.

Step 6: Conclusion and Continuous Improvement

1. Final Assessment:

- Evaluate overall success at the end of the strategic planning period.
- Compare outcomes with original goals.

2. Documentation:

- Document successful strategies and areas for improvement.
- Create a repository for future strategic planning.

3. Begin the Next Cycle:

- Schedule the next strategic planning session to build on successes and address new challenges.