

## Strategic Planning & Execution

### Outline

#### What is a Business Model?

- Describe a business model and it's uses
- Adopt a process orientation
- Understand the importance of focus
- Learn how to 'Cascade the Process'
- Accept the value of a common language
- Identify the business model phases

#### Adapt the Business Model

- Discuss options for adapting the process to your business situation
- Recognize that the model is flexible
- Discover the benefits of applying a strategic business model

#### Phase 1: Plan Strategically

- Follow a series of steps to develop and document the following strategic items:
  - SIPOC
  - Vision and Mission
  - Key Result Areas (KRAs)
  - Measurements and benchmarks
  - Process definition
  - Customer and employee communications

#### Phase 2: Initiate Operational Meetings

- Determine feedback and monitoring systems
- Monitor and review progress
- Recognize accomplishments
- Maintain the gains
- Channel information

#### Phase 3: Identify Key Actions

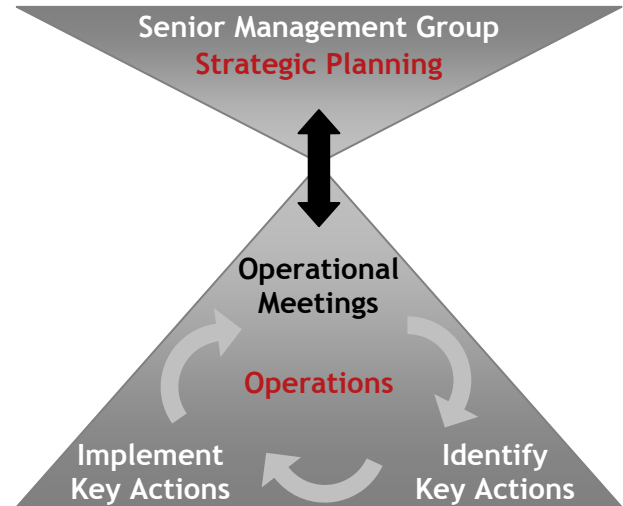
- Translate KRAs into goals with action plans
- Identify opportunities
- Recognize barriers to quality and growth
- Prioritize key actions

#### Phase 4: Implement Key Actions

- Initiate action plans
- Employ measures
- Channel feedback to Operational Meetings

#### Wrap-up

- Debrief the adaptation of the model
- Plan next steps



**Strategy is the guiding idea of a business.** It is an expression of how a business intends to operate in its competitive environment. It sets priorities and boundaries for action.

**Strategic Planning & Execution** demonstrates how to develop an effective business strategy and how to put it to work. Participants adopt a flexible business model and learn how to apply it through a detailed, step-by-step process. A key aspect of this workshop is that each participant applies the model to their own real life situation.

This workshop will be of interest to managers and business owners.

*Schedule your workshop today!*

Call **902-405-3411** or email [mail@daleyprogress.com](mailto:mail@daleyprogress.com).