



Strategic Planning is one of the most critical tools that a leadership team can leverage to secure the future of its organization.

Research has shown that successful planning leads to better communication, stronger consensus, heightened focus, and ultimately superior results. To aid your team in achieving maximum success, RRG can expertly facilitate the development of a Plan that will serve as a clear, actionable, and viable strategic foundation for driving long-term growth and profitability.

Strategic Planning

90%

Organizations that fail to execute their strategies successfully.

86%

Executive teams that spend less than one hour per month discussing strategy.

60%

Organizations that fail to link strategy to budgeting.



The Role of your Facilitator

Throughout the Strategic Planning process, your RRG Facilitator will serve as a guide, ensuring that each required step is completed on schedule with a focus on the health and growth of your organization. The role of your Facilitator will be to provide effective leadership without taking the reins, meaning RRG's ultimate goal is not to take control, but rather to enable exceptional collaboration while also aiding individual team members in assuming responsibility and taking the lead where appropriate. RRG will invest hours of outside preparation to bring an agenda and professional readiness to each meeting. By contributing structure to interactions, your Facilitator will empower your team to function effectively, resulting in the ability to make high-quality decisions that will serve your organization for years to come.

Building an Effective Planning Agenda

While each Strategic Planning process is unique in its goals and objectives, below are some of our most commonly requested agenda items:

- Creating a Vision Statement and/or Mission Statement
- Planning for Profitability
- Building a business canvas that includes problems/solutions, value proposition, channels, customer segments, revenue and cost, key resources, key partners, and key metrics for measuring success
- Determining operational adjustments/changes that would be beneficial to the organization
- Establishing annual goals and objectives with tactics and accountability
- Setting 3-year and 5-year high-level goals
- Completing a SWOT analysis
- Facilitating a lifeboat exercise

The Value of a Strong Strategic Plan

A solid Strategic Plan is far more than a blueprint; it's an action plan that will enable your leadership team to work together purposefully to drive your business forward. It would be a privilege to partner with you and to have the opportunity to play a role in your organization's long-term success.