

Strategy Questions

*What are some of the most common questions about strategic planning?**

Who performs strategic planning?

Although some organizations have individuals that are assigned to the strategy, other organizations may hire a strategy consultant to lead the strategic planning effort. Either way, everyone in the organization should have the opportunity to contribute to the strategy effort. Continuous review, assessment, tracking and monitoring are key elements of the strategy effort.

When is strategic planning completed?

The answer is that it depends. Many organizations perform strategic planning on a regular basis and planning is only part of the overall strategy management effort. Other organizations may complete the planning process every few years. If it is completed annually the activity will usually coincide with the fiscal year for the business.

Is strategic planning long term?

It could be. However, many strategic plans are developed for 3-5 year term with some even longer, such as 10 years. An annual plan is not sustainable because it can take some time to determine the best approach for a new strategic goal and we want to make sure that we are setting ourselves up for success!

Where is strategic planning done?

Anywhere. I have facilitated strategic planning sessions in board rooms, cafeterias, off-site meeting venues and restaurants! Important factors include relevance, inclusion, and sustainability. I also like to take the time to prepare the participants for the discussion. This can help tremendously!

Why is strategic planning important?

A vision is a forward-facing statement that indicates what the organization is striving toward. In order to effectively work toward achieving that vision, a detailed plan needs to be developed to provide the roadmap to that vision. That roadmap will include the detailed planning associated with the strategic goals and initiatives that, once attained, will bring the organization even closer to their vision.
"A goal without a plan is just a wish" ~Antoine de Saint-Exupery

Strategy + Project Management = Success!

