



## Strategic Planning

*"If you don't know where you're going, how will you ever get to your destination?"*

Strategic planning is a business "must have" that helps organizations define and share their direction for the short and long term. Building an intentional plan ensures that your organization stays focused and doesn't waste resources on unproductive activities.



### What does it involve?

Strategic planning involves creating or refining an organization's Objectives, Goals, Strategies and Measures (OGSM). Working with your Leadership Team, **myMO** will help you define your organization's TrueNorth and set actions in place to achieve it.

Successful strategic planning will require the active involvement of Executives, Leadership Team Members and various levels of Management to ensure the plan is well rounded and achievable.

### What are the benefits?

- ✦ Purposeful Goal Setting: Quantifies the path from the current state (point A) to the desired future state (point B).
- ✦ Organizational Alignment: Ensures everyone works toward a shared vision.
- ✦ Effective Deployment of Resources: Guides resources to those initiatives that have the greatest impact on achieving the goals set by your Strategic Plan
- ✦ Monitor Progress and Avoid Pitfalls: Allows Leadership to check point-in-time results against the Plan and implement corrective measures to avoid wavering off course.

*Remember...strategic planning is like a navigation system for your organization—it helps you reach your destination while minimizing unnecessary delays!*



Let's Talk!!