

MINDSTRONG



STRATEGIC PLANNING FRAMEWORK

Strategic Planning Framework

This framework consists of a series of thought provoking questions that will provide you with the plan to turn high level strategy into action and business success. The Strategic Planning Framework can be used to help communicate your plan consistently and effectively, first time every time.

Outputs

- A complete & fully considered strategic plan to achieve your goals
- A clear vision for your team of what needs to be achieved including:
 - What are you going to achieve.
 - What does success look like.
 - How will success be measured.
 - Why it is important to the Business.
 - What are the consequences if you don't deliver
- Be certain that your team fully understand what is required and expected of them to achieve business success
- A communication strategy to ensure that everyone knows how and where they will contribute to business success

We recommend 2 phases, The Leader spending time covering the questions attached to create a complete strategy and roadmap for success. The 2nd phase is where the leader shares with their team the strategic plan and desired 'destination and targets' some of which may be open to discussion and input and some of which will be non-negotiable.

The success of this approach is based upon the fact that the team within the organisation are best placed to provide the required answers from which solutions are known or can be developed.

Whilst it may be tempting to facilitate this framework yourself, your plan will develop more effectively as a result of a Business Coach challenging and supporting you through the process. Our Business Coaches are very experienced in helping you rationalise your thoughts and ensure that you can convey them to your team with clarity and conviction.

Strategic Planning Framework

Your Mission

What is it you need to achieve?

Clarity

Define & prioritise your key business challenges and objectives in terms of their end results. Understand as far as possible exactly what is expected, what is it you need to achieve? What is the mission? What will success look like?

Circumstance

Understand exactly the environment in which you have to operate to achieve your mission and your objectives – recognize the levers you have at your disposal – e.g. budgets and headcount, competitors. Identify what the alternatives are. What is non-negotiable?

Commitment

Are you up for this? Do you believe it can be done? Are you going to accept the mission? What happens if you fail or succeed?

Communication

How are you going to know that the 'team' completely understands the destination you envisage? You need to be certain, remove all doubt that all the team really understands.

Coaching

Understand exactly how and where you can support each other to achieve your mission and objectives. Recognize where additional collaboration, coaching and skills training is required to achieve the plan.

Strategic Planning Framework

Clarity

Understand exactly what your vision is and what it is you have to / want to achieve.

- 1. What do you want to achieve – prioritize the goals / key objectives?**
 - a. What is the mission or challenge?
 - b. What are your stakeholders needs?
 - c. What do your customers want?
 - d. What is your teams' purpose?
 - e. What are your priorities?
 - f. How do you decide on your priorities?

- 2. What will success look like**
 - a. What is the vision?
 - b. What will happen when you succeed?
 - c. How will it feel when you have succeeded?
 - d. What are the rewards?

- 3. How will this be measured?**
 - a. How long will it take?
 - b. Do your team understand the numbers, targets, and timescales?
 - c. Have you considered customer measures, revenue measures, growth, margin etc?

- 4. Why is this important to the business?**
 - a. Are you aligned with the overall company objectives?
 - b. Do you know the top 3 goals of the organisation?
 - c. How does what you do support this?

- 5. What are the consequences if you don't achieve this?**
 - a. Do you hold yourselves and each other accountable?
 - b. Is there a lost opportunity?
 - c. Does it really matter? Why?
 - d. So what and who cares?

Outputs: Prioritized key business objectives

Strategic Planning Framework

Circumstance

Examine the mission you are considering. Understand exactly the environment in which you have to operate to achieve your mission and your objectives – recognize the levers you have at your disposal – e.g. budget and headcount, competitors. Identify what the alternatives are. What is non-negotiable?

1. What have you got at your disposal to achieve success?

- a. What are the lists of levers you have?
- b. Budgets, Headcounts
- c. Pricing & Products
- d. Who wants you to succeed?
- e. Systems, CRM etc.

2. What are the challenges to your success?

- a. Competitors
- b. Environmental
- c. What will you do if you encounter problems?
- d. Who wants you to fail?

3. What strengths do team members possess?

- a. How do you use these strengths most effectively?
- b. How do you attract and select the best people to work on your team?
- c. Are you building bench strength?
- d. Does the team have any empty spots?
- e. How do you get the right people in the right positions?
- f. How do you develop people and ensure they are growing?
- g. Who could succeed you?
- h. How do you recognise and reward great performance?
- i. How do you encourage innovation?
- j. Do you as a leader attract the best and the brightest – do people want to work for you?
- k. Is this the team everyone wants to join and no one wants to leave?

4. What Core Work Processes do you need to develop?

- a. Are your processes aligned to your greatest priorities?
- b. Have you researched or benchmarked against the best?
- c. Do people get the job done despite the process?
- d. Are there any processes that are followed just because they have always been done like that?
- e. Is there a process that really needs changing but you have been too busy to do it?

Outputs: Well considered Resource Plan ensuring people, processes and systems are aligned to deliver on your key objectives

Strategic Planning Framework

Commitment

Are you serious? Are you going to do what you say you will? Do you believe it can be done? Are you going to accept the mission? What happens if you fail or succeed?

1. What do you stand for as a Leader

- a. What are your leadership values?
- b. Does your behaviour support these values?
- c. Are you consistent or do your values and behaviour change when under stress?
- d. Does your team know what you stand for?
- e. Do you inspire trust?
- f. Where do you get your feedback from?
- g. What is non-negotiable?

2. How will you demonstrate that you are committed?

- a. What will you have to do to be successful?
- b. What is in this for you?
- c. Why is this important to you?
- d. Do you practice personal accountability?
- e. Do you keep commitments?

3. How will you ensure that team members are committed to the challenges ahead?

- a. What does the team have to do to be successful?
- b. What is in this for the members of your team?
- c. Why is this important to the team?
- d. How will you support individual team members?
- e. How will you ensure that the individuals in the team support each other?
- f. How will you clarify expectations

4. How will you monitor progress?

- a. How will you ensure the team remain on track?
- b. How will you address the tough stuff?
- c. How do you take responsibility for the good and the bad results?
- d. What are the implications of not succeeding?

Outputs: Reflection on your own leadership style and behaviours and whether this will support you and your team in delivering success. Reflection on whether you are up for the challenge and how you will demonstrate this.

Strategic Planning Framework

Communication

How will you inspire a shared vision, how do you ensure this is a compelling destination for you and your team to aim for.

1. **What have you got to tell the team?**
 - a. What do they need to know to do it?
 - b. Tell them what they need to know – as opposed to everything?
 - c. Take time to do it – get the message across?

2. **Consider what medium you are going to use to enable everyone to understand and buy into your message**
 - a. How are you going to tell the team?
 - b. What imagery, props etc. could you use to make your message more compelling?
 - c. Can you create a compelling story?

3. **How are you going to know that the 'team' completely understands the destination you envisage? (Everyone)**
 - a. How is this going to be put across to all the people?
 - b. What is the most effective way to transfer the info?
 - c. Don't assume your team is listening, know what you mean, want, expect or need from them. How can you check / test the team really understand messages and destination?

4. **You have the Leaders mandate**
 - a. Tell them what you expect from them
 - b. Tell them what they can expect from you
 - c. What solutions can you offer to overcome your challenges and achieve your objectives?

5. **Who else needs to know**
 - a. Where do you need support from?
 - b. Who could help you?
 - c. How do you communicate outside the team as well?

Outputs: Clarity of communication, a compelling destination that the team understands and can choose to commit to.

Strategic Planning Framework

Coaching

How will you create a high performing team, where will you support each other to achieve your mission and objectives. Recognise where additional collaboration, coaching and skills training is required to achieve the plan.

- 1. How will you get the team involved in deciding the key goals and objectives**
 - a. How will you determine the critical things that need doing to ensure success?
 - b. What do individual team members need to do to achieve the planned success?
 - c. Are you good at action planning?

- 2. How will we deepen your understanding of the problems and challenges we are facing?**
 - a. Where can you anticipate challenges?
 - b. Are there any problems/challenges that you cannot impact/influence?
 - c. How can you as the leader clear the path?

- 3. What will you do to effect collaboration in the team?**
 - a. How will you support individual team members?
 - b. How do you build a culture of accountability?
 - c. How do you ensure high standards and behaviour in the team?
 - d. How do you reward the right behaviours?

- 4. How do you focus on and achieve your most important goals**
 - a. How will you check out what is actually happening?
 - b. Do you keep score?
 - c. Can you tell if you are winning or losing quickly?
 - d. How will you ensure that energy and enthusiasm to succeed is maintained?

- 5. What skills, teambuilding, coaching, management, leadership, are needed?**
 - a. Do you benchmark against the best?
 - b. How do you look for new opportunities to learn grow and develop?
 - c. How much time do you spend in having personal 1-2-1's with your team?

- 6. What will you do to celebrate success**
 - a. What are the quick wins that prove you are on the right path?
 - b. Do you invest enough time in celebrating your successes?
 - c. What would motivate the team /individuals in the team?
 - d. What happens when things don't go right?

Outputs: A plan to ensure team involvement and accountability taking in to account any development needs.

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About Mindstrong Ltd

- Mindstrong works with leaders and teams in some of the world's most successful and largest organisations helping them to raise the bar.
- Mindstrong works with leaders and teams to help them perform at a higher level. We do this through our Business Coaching, Leadership Coaching and Team Coaching programmes.
- The Leaders and teams that work with us state they enjoy the challenge and edge we bring to their business. It isn't the easy option to choose to be a high performing team but with the support of our business coaches it can be very rewarding.

Our Clients



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