



STRATEGY DEVELOPMENT: SCALABLE AND BENEFICIAL

THE IMPORTANCE OF STRATEGIC PLANNING

Too often, the power of strategic planning is overlooked. Even more often, the benefits of actually engaging in strategic planning activities are underestimated. Whether organizations are just starting out, pivoting their business to head in a new direction or trying to reenergize their existing operations to enable sustainable success, investing the time to understand the 'big picture' and proactively think about the future of the organization can be a game-changer.

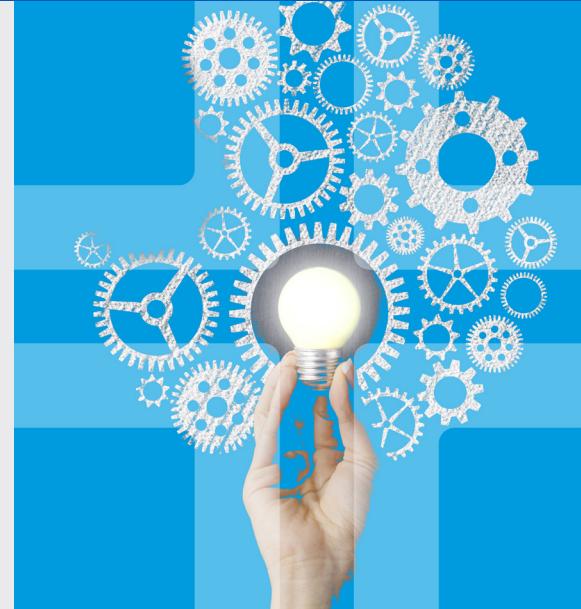
At Withum, we view strategic planning as an organizational management concept used to help leadership and professionals:

- Establish priorities
- Ensure staff and other stakeholders are working toward common goals
- Focus energy and resources
- Establish agreement around intended outcomes/results
- Strengthen operations
- Assess and adjust the organization's direction in response to a changing environment

WHERE DO I START?

While there are certainly key elements to a successful strategic plan, the process is flexible, and the complexity and scale of the result will vary based on what makes sense for a particular organization. Regardless, start with questions. Where is our organization exposed? Are we paying enough attention to operations to be able to continue serving our mission? Do we agree on our mission and vision as a leadership team? What is our core business? Are we engaging in activities or operations that distract us from what and who we are as an organization?

Asking questions may not always generate answers, but it helps to identify gaps and serves to drive action.



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**TOGETHER, WE ARE CATALYSTS
FOR YOUR GROWTH AND SUCCESS
— CREATING INNOVATION TO
TAKE YOUR ORGANIZATION INTO
THE FUTURE.**





"Withum's inclusive approach and constant focus on outcomes led us to a number of 'Aha!' moments — key breakthroughs that have led to the result of a much clearer vision, defined goals, and a decision-making process that will scale to meet the challenges of growth."

CEO, Professional Services Firm

As you initiate strategic planning activities, remember to:

UNDERSTAND LIMITATIONS.



Rather than boil the ocean, be realistic about what is **NOT** possible and narrow in on 3 to 5 major initiatives as opposed to 10 strategic objectives to increase chances of success.

ENSURE ALIGNMENT.



Buy-in and 100% commitment to strategic direction is critical and as such, defining success early on can be valuable.

ESTABLISH PERFORMANCE METRICS.



Reduce ambiguity and communicate what will be measured as often what gets measured, gets done.

BENEFITS OF STRATEGIC PLANNING

Strategic planning can be stressful and frustrating, especially when stakeholders may not see eye to eye or the process is not taken seriously. We encourage clients to focus on benefits and make it fun and exciting to maximize productivity. Our strategy sessions are tailored to the needs of an organization through careful planning and focus on:

- Educating and aligning stakeholders with the key concepts before engaging in strategy discussion;
- Defining success to help ensure clear, actionable outcomes;
- Providing an unbiased, independent perspective to help minimize the emotional component and facilitate valuable conversations;
- Identifying core business pillars of an organization, which are not always clear to many key stakeholders;
- Articulating clear next steps and a path forward to monitor progress and ensure guiding principles are met.

We effectively guide our clients through a strategic planning process that accomplishes the following:

- Encourages transparency and honesty, challenges the status quo and enables stakeholders to be innovative in their approach to moving forward;
- Considers a holistic view of the organization and maintains high standards for operational efficiency and effectiveness in the delivery of quality programs and services;
- Aligns stakeholders within your organization as to the goals and objectives of the company both in the short-term and in the long-term; and,
- Ensures that the roadmap to achieving those goals is focused and consistent.

READY TO SEE HOW YOUR ORGANIZATION COULD BENEFIT FROM THIS INTERACTIVE, GOAL-ORIENTED PLANNING SESSION? Give Meg a call at (609) 216 3423 or visit withum.com to learn more.