

Aligning For Action

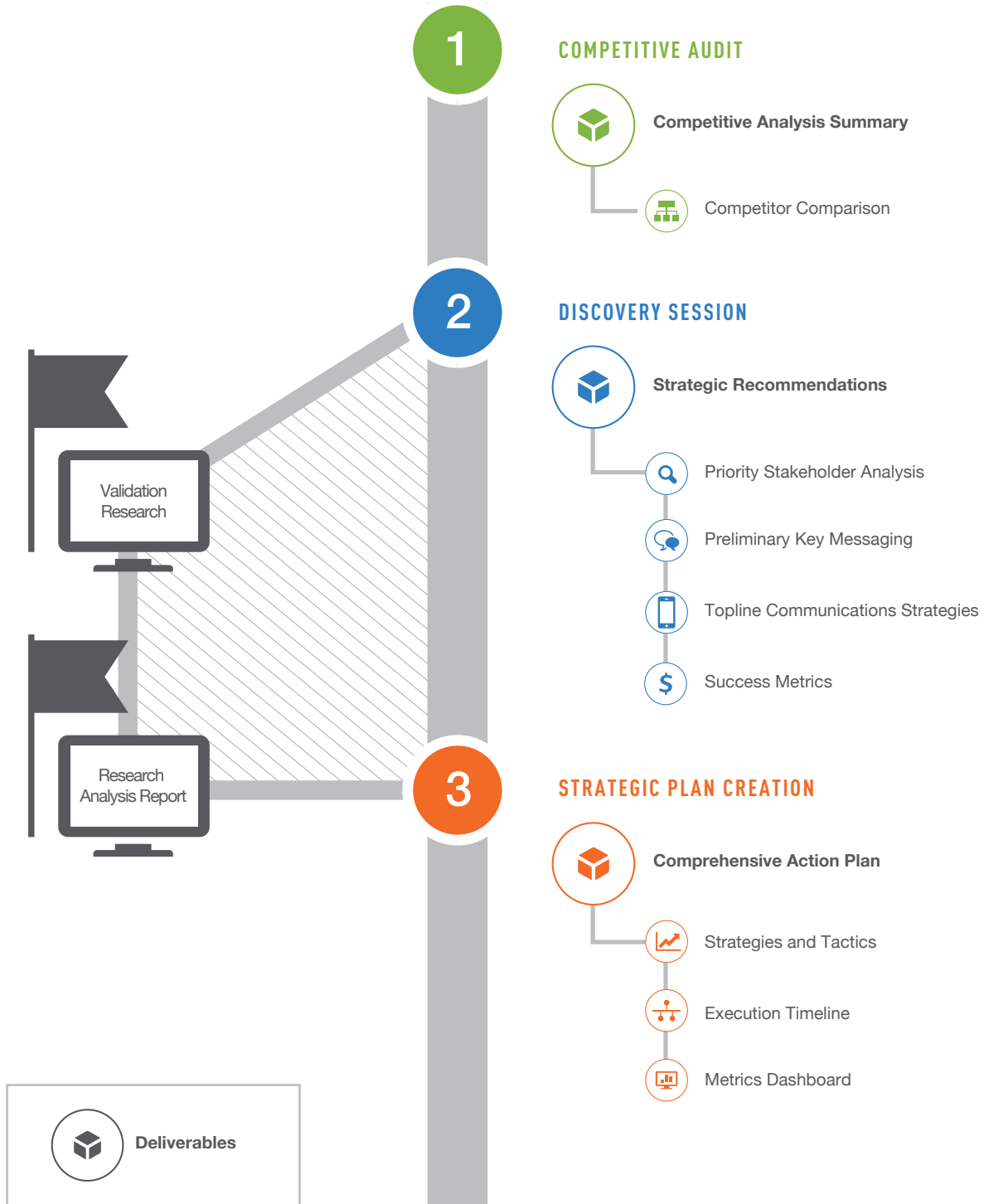
A strategic planning process to help your organization achieve its goals

Ground your efforts in strategy to help your organization grow and mitigate risk.

Maybe you want to enter a new market. Maybe you're struggling to achieve your goals because of stakeholder skepticism, misperceptions or lack of trust. When an organization faces a challenge or identifies a new opportunity, it's easy to jump straight into execution. Unfortunately, this often leads to solutions that don't address the heart of a problem or make you stand out from competitors – which wastes your time and money. True results and long-term business impact need to be driven by a strategy that aligns with your goals and considers the needs of your key stakeholders.

Standing Partnership's Aligning for Action is a strategic planning process designed to help organizations align internal stakeholders, prioritize efforts, establish an action plan and measure success. We bring an unbiased perspective to help your organization challenge assumptions, analyze gaps and identify the most effective way to move forward. With a strategy and action plan, you can stay focused on what will help achieve your business goals and cut out the “noise.”

Standing Partnership's Aligning for Action





Deliverables

1

COMPETITIVE AUDIT

We audit how your organization shows up against competitors in the market – including analyzing messaging and digital presence – in order to identify potential opportunities to differentiate your organization.

COMPETITIVE ANALYSIS SUMMARY

An analysis of the competitive and market landscape, as well as a summary and analysis of our findings, including an at-a-glance competitor comparison chart.

2

DISCOVERY SESSION

We facilitate a half- to full-day dialogue that builds alignment among internal stakeholders, ensuring you have the perspective needed to achieve the desired results. The session creates a shared vision for success, fostering buy-in and energy toward agreed-upon goals and strategies.

STRATEGIC RECOMMENDATIONS

A summary of recommendations to share the decisions and priorities from the Competitive Audit and Discovery Session, with insights and recommendations to set the strategy for how your organization will tackle the identified opportunity or challenge. The recommendations include an analysis of priority stakeholders, key messaging and strategies that will drive stakeholders to action.

3

VALIDATION RESEARCH

If gaps are uncovered related to what your priority stakeholders want or need, more in-depth research may be required to inform the plan and test your assumptions. This research could range from focus groups to online surveys to one-on-one interviews.

RESEARCH FINDINGS ANALYSIS AND REPORT

The findings from the Validation Research will inform the Comprehensive Action Plan.

3

STRATEGIC PLAN CREATION

We develop a Comprehensive Action Plan and program designed to achieve the business goals agreed upon during the Discovery Session and based on the Strategic Recommendations. The plan identifies key metrics, frequency of evaluation, and allows for refinements based on the data.

COMPREHENSIVE ACTION PLAN

A detailed and actionable plan informed by the Competitive Audit findings and Strategic Recommendations. It includes communications strategies, tactics, timing and success metrics.

standing partnership

*building, protecting
& restoring reputations*

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