

# Benefits of a Strategic Planning Meeting

We know you're busy. We know you have an endless to do list, a full calendar, and many people to talk to, making you wonder how you're going to get it all done.

Creating a strategic plan and thinking strategically are not about doing more. They are about focusing how you spend your time so that you are more effective in reaching your goals and getting to where you want to go.

That said, no organization has an unlimited amount of time, money or people resources. Strategic planning can help you make the most of the resources you have, allowing you to have more enjoyment in your work while you're doing it.



**Here are 8 reasons for getting your team together for a strategic planning session.**

## 1 Vision

You'll create a clear vision for what success looks like in the future. If you don't know where you're going, how are you going to get there?

## 2 Priorities

You'll identify priorities for the short and medium term. You can't do everything at the same time - let's focus on what needs to be done now, and then do it well.

## 3 Alignment

You'll get alignment and buy-in around direction and strategy. Having these conversations will move your team from *implicitly* being on the same page to *explicitly* being on the same page; the clarity will energize the whole team.

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## 4 Identify challenges

You'll create an opportunity to talk about key issues facing the business (competition, changing trends, etc.). You want to ride the waves, not get smashed by them. Being reactive throws off your plans, and takes your eye off your goals.

## 5 Direction

You'll create a clear roadmap for the rest of the organization. Your people want to know where the organization is going and how they can contribute. An engaged staff is 20% more productive than one that is neutral (or, worse, dis-engaged). Your people want to win – this is how you can help them.

## 6 Open communication

You'll create space for people to share what's going on with them and what they want to see as the future of the organization. It will open lines of communication and improve teamwork. Need we say more?

## 7 Empowerment

You'll empower others (above and below you) to take on tasks that will move the organization forward. As a senior leader that means less firefighting and more focusing on what you do best: leading and executing.

Strategic planning doesn't need to take a lot of time either. Start with a one or two day meeting offsite to set the foundation, and review your plan quarterly. The focus and the results will speak for themselves.

## 8 Values and culture

You'll create the culture, values, and behaviors that you want to foster within your organization. When your values are clearly articulated, your team will understand what you expect from them on a day-to-day basis. Culture and values are the glue that keeps a strategic plan together.

**We can lead your next strategy meeting for you. Your meeting will stay focused, everyone will get time to share, and you leave the meeting with a clear plan on how to move forward. Use our process for creating strategic plans that are proven to get team alignment and buy-in.**

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