



# Strategic Planning Consulting

Revalant will act as an independent resource, meeting with members of the executive team, organizational staff, field locations and clients to objectively assess messaging, communication goals, structure and overall feedback.

Through a series of both formal and informal meetings, a written document will be produced which outlines the way forward for your business. The strategic planning process helps you uncover ways to improve performance all while: driving new efficiencies, reducing costs, introducing new products, expanding operations, reaching into new market segments, solving organizational problems, and delivering results based on sales and marketing plans. As you grow your business, a well-designed strategic plan will dictate how you respond to opportunities as well as any challenges that may lie ahead.

Revalant allows you to put business challenges into perspective by giving you the foresight to tackle situations in a coordinated way. You will have a better view of the ways in which your business is affected by particular problems, which in turn will make it easier to take control of your own future.

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*The kinds of business challenges that a strategic plan will help you to overcome are vast. Some examples of obstacles or opportunities that Revalant can assist your organization with are:*

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- Sales and industry segmentation
- Business Analytics
- Evaluations of People, Process and Performance
- Gaining independent employee and customer feedback
- Competitive evaluation and advantages
- Behavioral advancement capabilities from your workforce
- Increase in productivity and client growth

According to The Alternative Board, executive leadership teams who have a high-quality strategic plan are much more likely to achieve sharp increases in profits and sales revenue. More than three-quarters of business leaders who were surveyed believe that an independent strategic plan caused their business to perform at a higher level. Most leaders cite “sales revenue” as the business area most likely to benefit from the design and implementation of strategic plan.

Contact Us Today

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# Evaluation and Strategic Planning Process

The key aspect of strategic planning is the communication involved between key stakeholders within the organization used to develop and implement a strategic plan. There are various models of strategic planning and thousands of iterations of these models. The strategic planning process implemented is contingent on the type and size of the organization and the people involved. Below are the key points we will address while we interview each of the members of the process.

## Basic Evaluation Planning

Our process is to listen and learn first. We must understand the company culture, history, strength and position in the marketplace and within its people. This first step helps the organization and Revalant gauge how the company perceives itself and how it wants to be perceived by its employees and the marketplace.

Components of the Basic Strategic Planning model include the following:

1. Review the purpose of the organization and develop or refine the Mission statement.
2. Discuss general goals for the organization to accomplish the Mission.
3. Understand specific action steps and goals to date.
4. Review and confirm our basic understanding of the organization and its goals.

## Goal-Based Planning

This is an enhancement of the basic evaluation and it often allows us to delve deeper into the strategic planning process. This includes:

1. Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis. This is an assessment of the internal and external forces that play on the organization.
2. The stakeholders identify the major issues or goals on which the organization will focus and prioritize these issues and goals.
3. Review and discuss the mission, vision, and values of the organization and ensure they are in line with the issues and goals of the organization.
4. Develop a written action plan that will address the issues, opportunities and goals in detail using SMART methodology. Our agreed upon plan must be Specific, Measurable, Attainable, Results-based, and Time-bound.

## Alignment Discussion

This process begins with meeting the field offices and clients. We listen to their understanding of the organization's mission, goals, resources, service, and value. We gain insight into what is needed to support what is important to them, their efforts and overall success. There is a discussion of what is working well and what needs adjustment. The bulk of the alignment process focuses on communication and the understanding of what is needed for defined success.

**For more information and to schedule a meeting, please give us a call.**

## Brainstorming

Once we have completed the above mentioned steps, we return and meet with the organization's executive leadership team. As a team, we look to review and effectively respond to impactful feedback learned over the process. We will make recommendations on what the organization could do to strengthen itself so as not to be as influenced by certain external forces. This type of strategic thinking helps all stakeholders consider various scenarios in an environment that is calm and rational, instead of in the reactive crisis mode that often occurs without pre-planning.

## Conclusion

The key to success is effective understanding and an actionable plan based on communication among all defined stakeholders. Once the process is completed, we have an agreed upon roadmap designed using the feedback from the executive leadership team, the field offices, and the clients.

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