

Increasing the effectiveness of strategic planning exercise

A project management expertise

February 2023

Achieving the objectives of strategic planning exercise

Through a structured and participative approach

Objectives of strategic planning process

Shared vision	Create a shared vision up front, so everyone is clear on what you want to achieve
Strategic alignment	Ensure perfect alignment between your mission, vision, strategic objectives and initiatives
Focus	Prioritize rigorously so you are clear on what the company should do, and even more importantly, what the company should not do
Stakeholder engagement	Engage as many people as possible from the organization. The more people you engage in defining the strategic plan, the more people will be involved in its execution
Iterative process	Ensure that the strategic plan is not written in stone. The strategic plan should evolve incrementally each time new data and insights have been identified

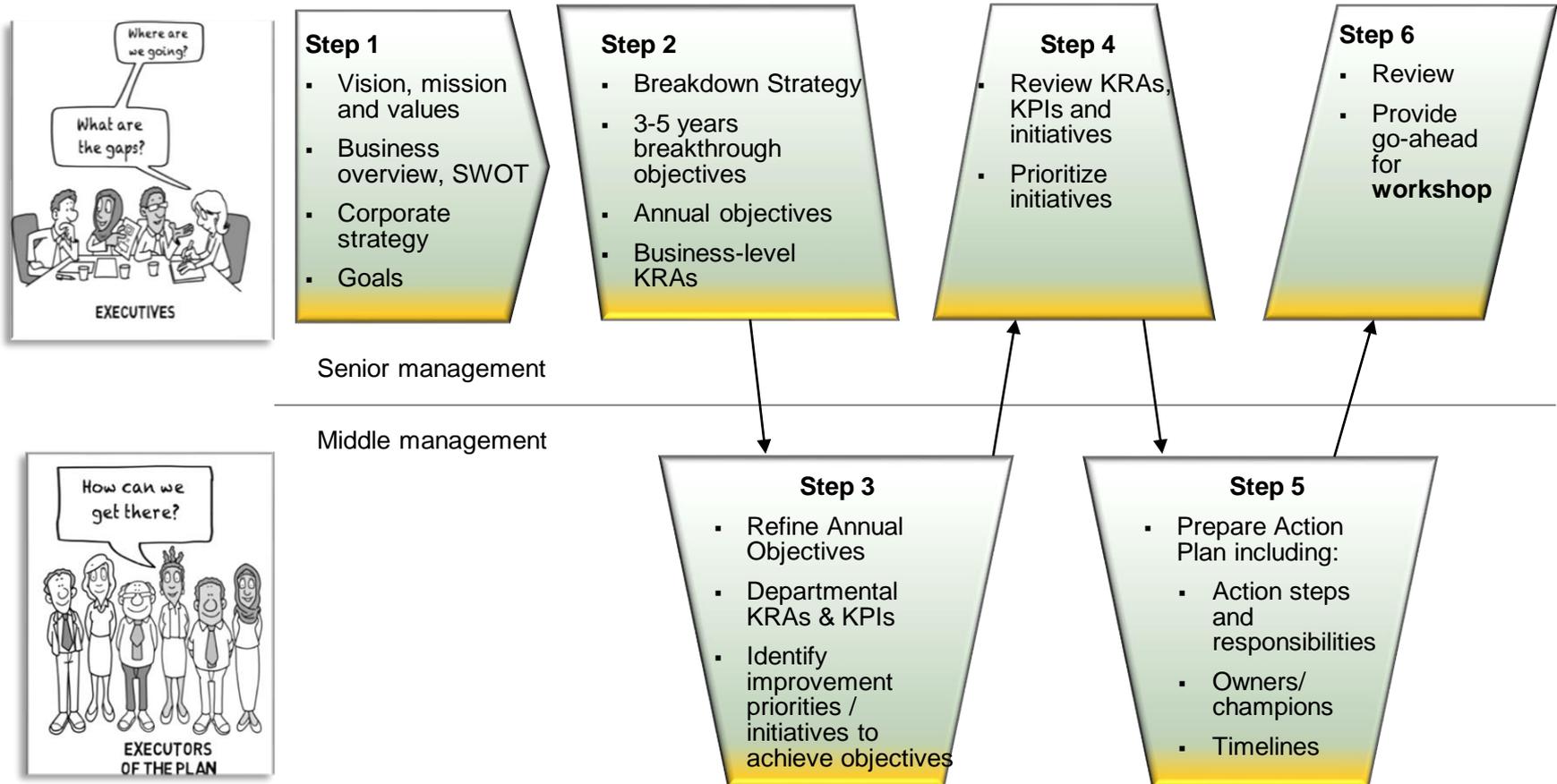
Key success factors

Co-create	The organization and the project team together conduct the exercise leveraging on each other's skills and capabilities
Structure and simplify	Frameworks and templates are utilized to structure the exercise, and make it easy to comprehend at the desired levels of resources
Percolate/Transfuse	The senior management's long-term direction and specific guidance gets channelled and transmitted further down to the execution levels
Facilitate participation, catalyse	Project team ensures all-round data and feedback capture including from top-down, middle-out and bottom-up sources while catalysing the entire process
Increase the value creation	Key things that matter in the strategic plan, focus areas and best practices increase the value and robustness of the strategic plan



Ensuring wider participation

The W-Process Catch ball culminating in management workshop

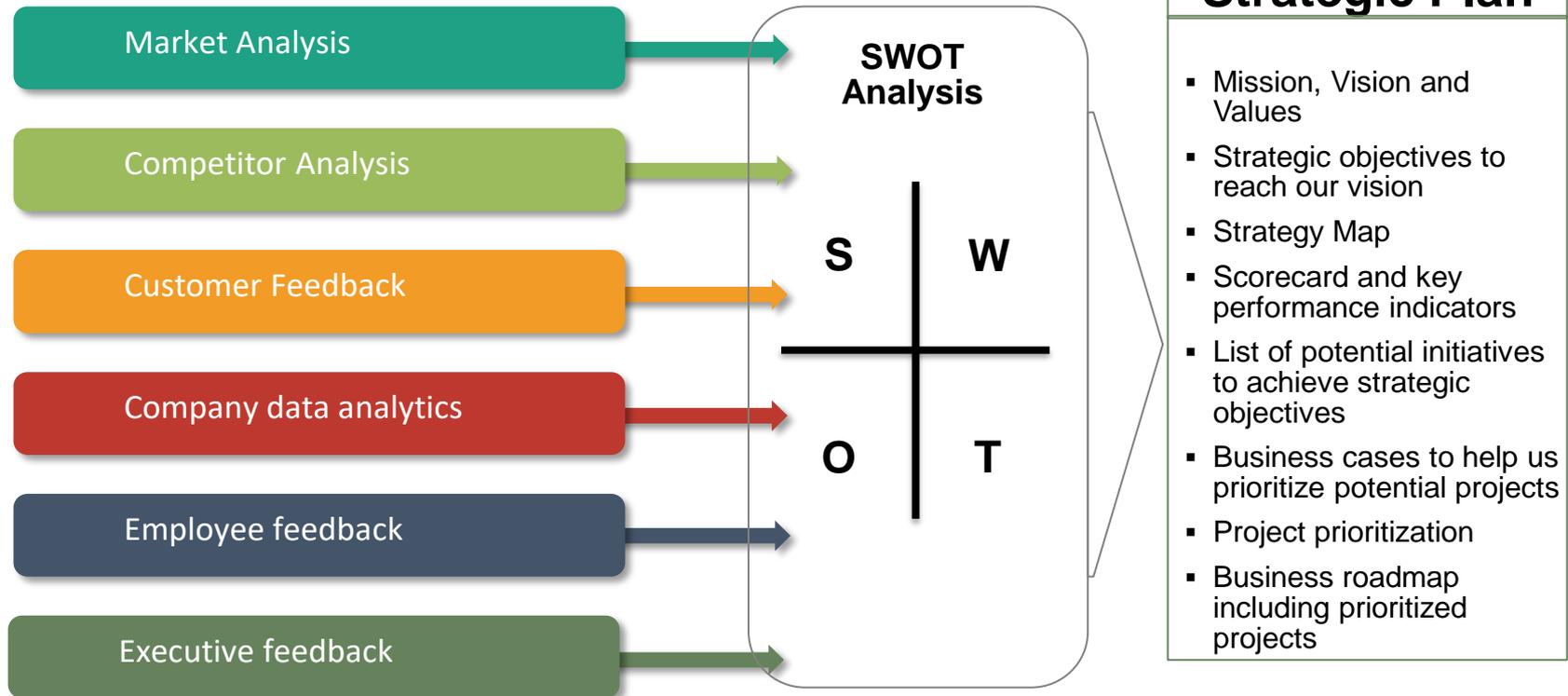


Ensure the participation and **readiness** of your teams at different levels **for and before** the workshop



Well-rounded inputs

Sourced from various teams at different levels in a structured way

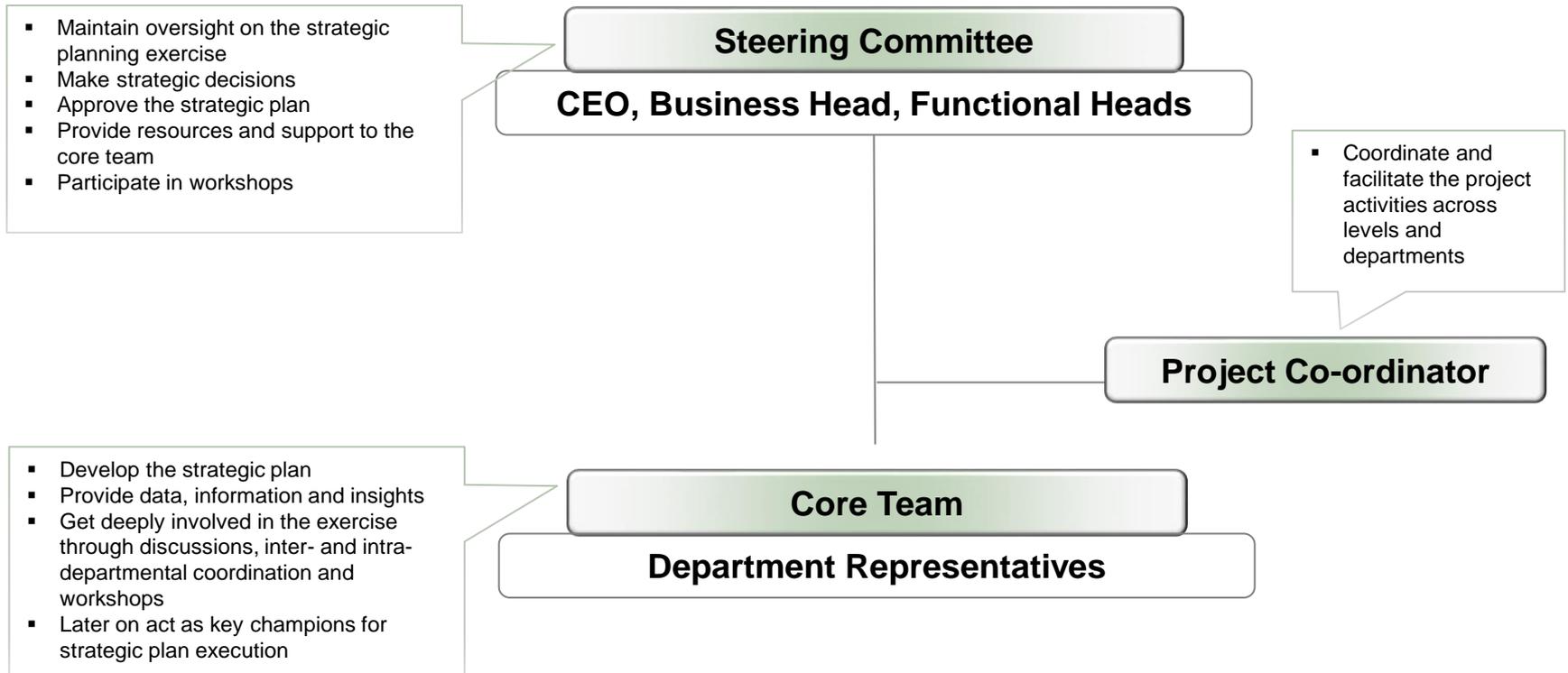


Use of robust questionnaires and data templates ensures a structured data gathering exercise



Illustrative team responsibilities

Direction setting, structuring and detailing



Thank you

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