

# 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

<b>Shared vision</b>	Create a shared vision up front, so everyone is clear on what you want to achieve
<b>Strategic alignment</b>	Ensure perfect alignment between your mission, vision, strategic objectives and initiatives
<b>Focus</b>	Prioritize rigorously so you are clear on what the company should do, and even more importantly, what the company should not do
<b>Stakeholder engagement</b>	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
<b>Iterative process</b>	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

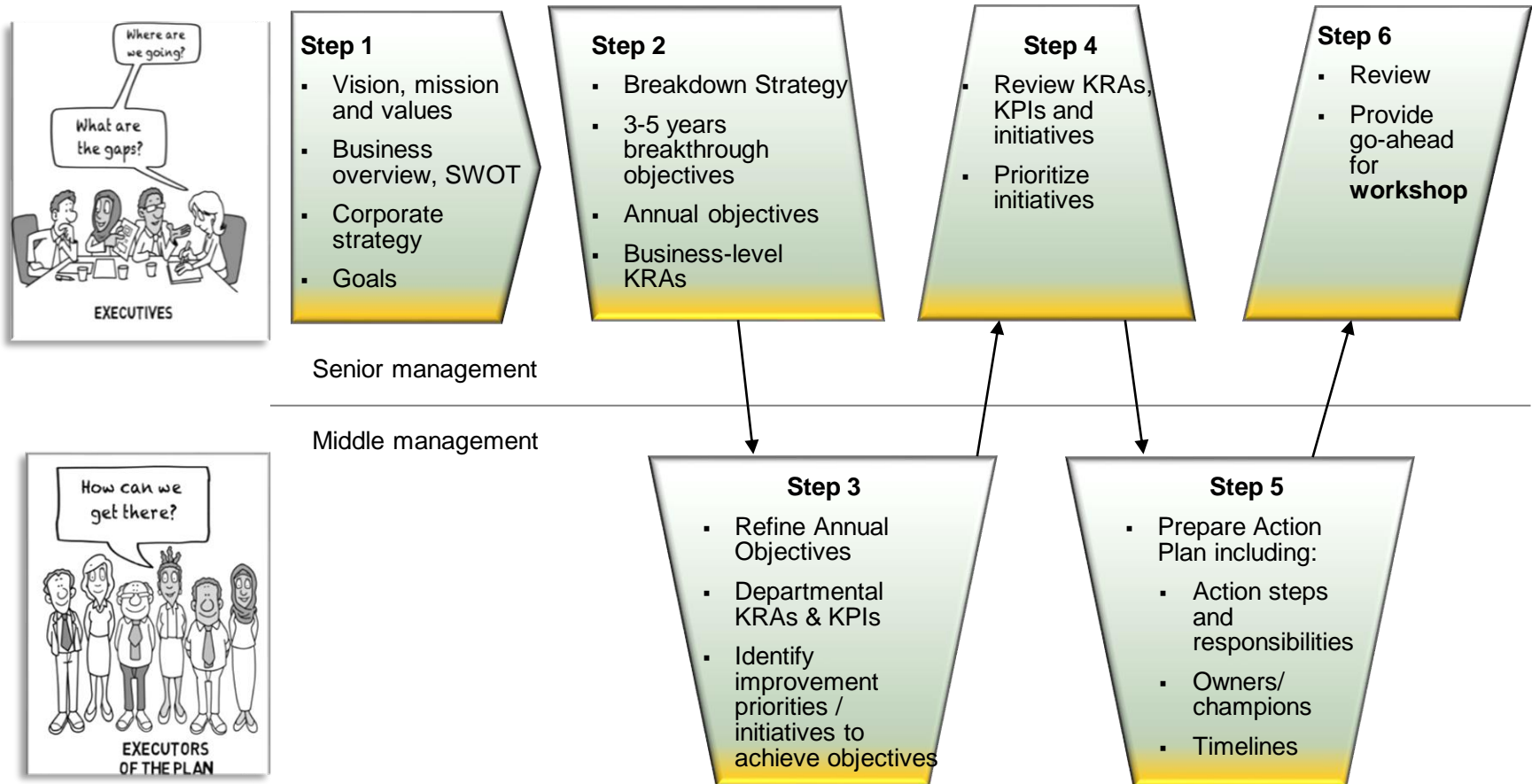
## Key success factors

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

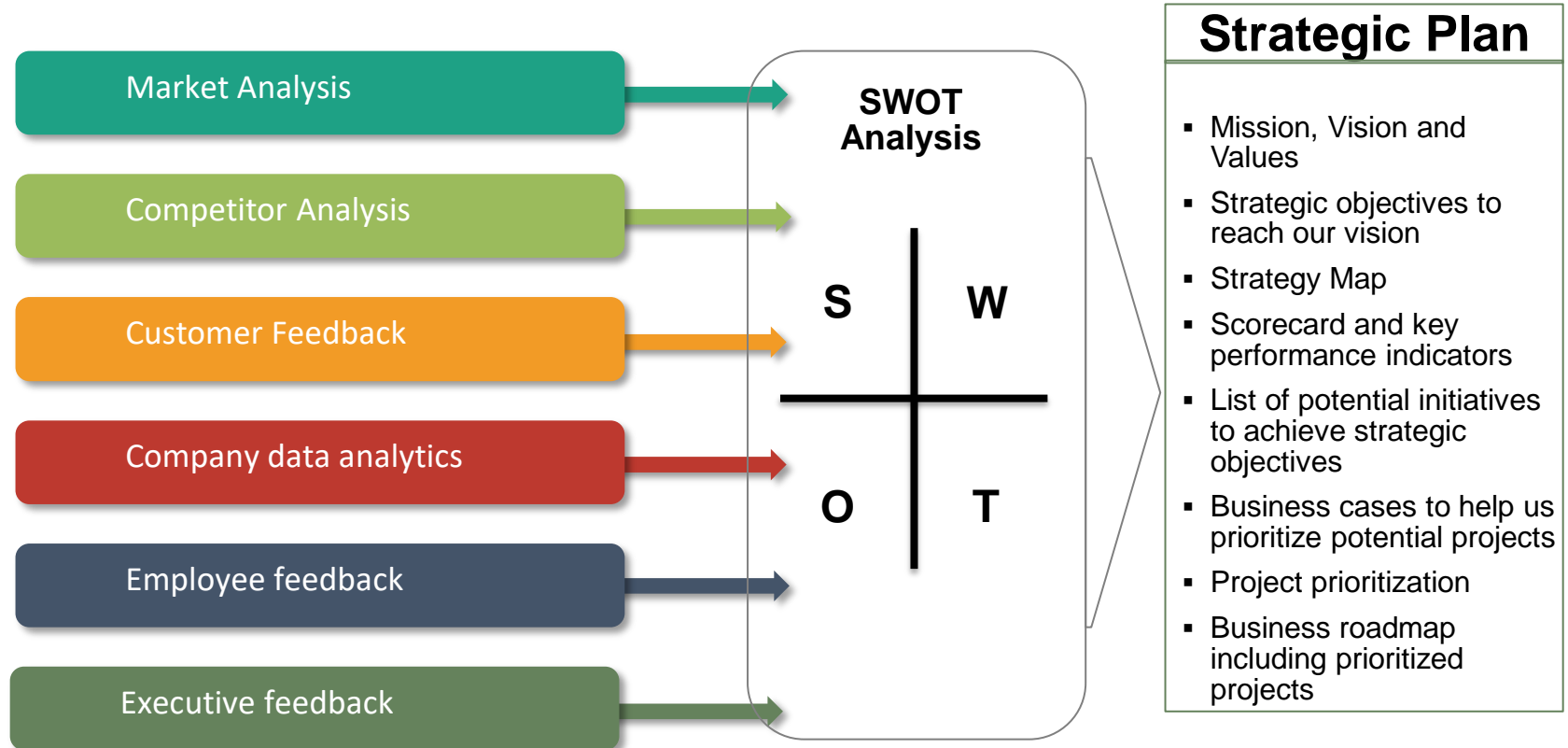
## The W-Process Catch ball culminating in management workshop



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

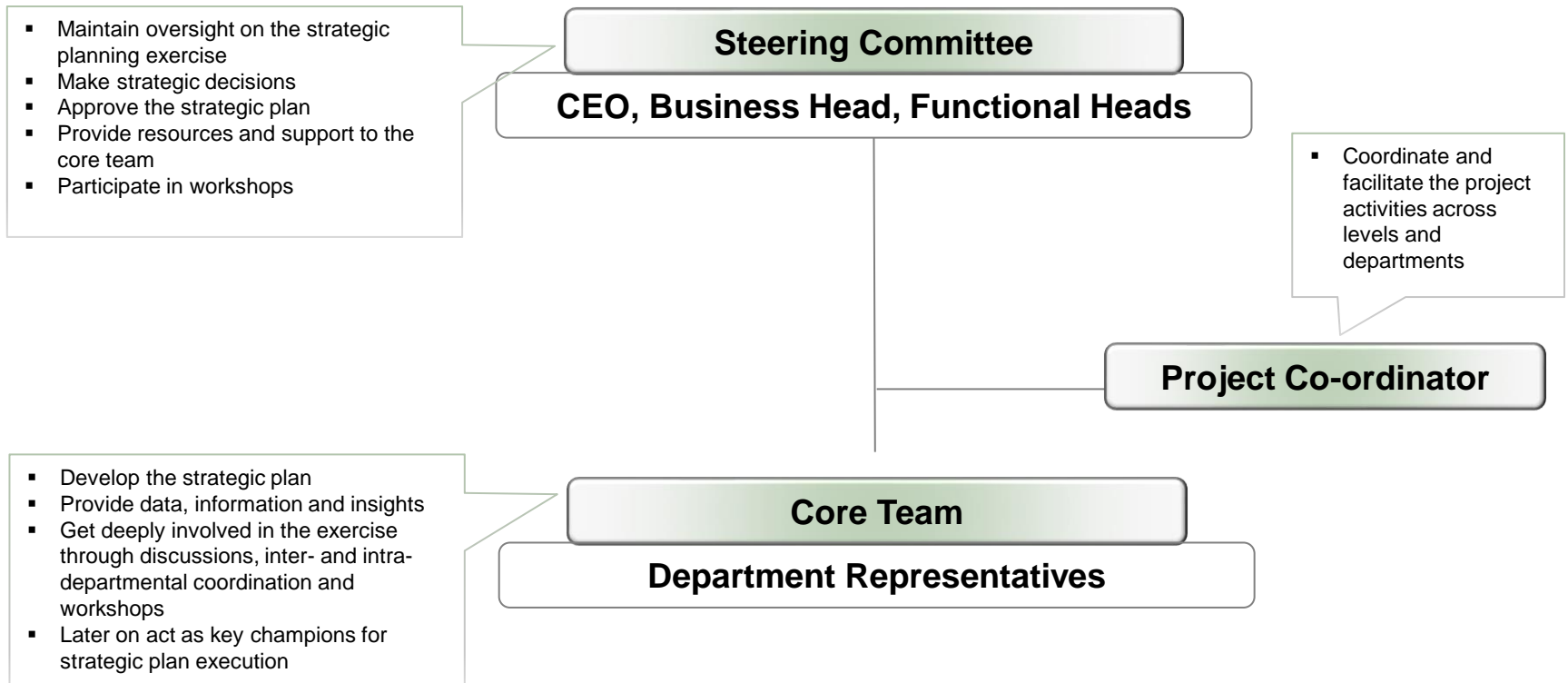


Use of robust questionnaires and data templates ensures a structured data gathering exercise



# Illustrative team responsibilities

## Direction setting, structuring and detailing



# Thank you

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