

STRATEGIC ADVANCE FLOWCHART

Developing a Common Language, Creating Trust & Empowerment

Assess and Analyze	CORPORATE CULTURE	Assessment of the climate of your organisation	<i>The habits, attitudes and beliefs of the people, driven by leadership</i>
	SWOT ANALYSIS	Analysis of Strengths, Weaknesses, Opportunities and Threats	<i>What can we maximize, improve, capture and eliminate?</i>
Develop a Common Language	SHARED VALUES	2 – 6 Core Values Defined by Actions (A Quality or Principle inherently worthwhile)	<i>Values are the first decision making filter for your organisation</i>
Develop a Sense of Purpose	PURPOSE	Why do we exist?	<i>The cause or calling for your people to believe in</i>
Develop a Direction	VISION	Where do we see ourselves 3 years, 5 years and 10 years	<i>The Future represented In the now</i>
Develop a path	MISSION	How are we going to get there?	<i>Who are we, what do we do best, who for and how do we do It?</i>
Identify Results	GOALS	What needs to be accomplished?	<i>The Measurable Results</i>
Actions	HPA's	What are the top 6 behavioural habits we need to embrace?	<i>Focused activities to achieve our goals</i>

“Any company can imitate the tangibles. The ‘spirit of your people’, the intangibles, cannot be imitated and this is a company’s only true remaining competitive edge”