

WHY A STRATEGIC ADVANCE?

In order to effectively lead their respective teams, managers need to clearly understand the corporate culture, purpose, vision, mission and goals to understand what is expected of them. A shared system of values and a common vision supported by clearly defined goals is best accomplished through face-to-face discussion in a workshop environment.

The purpose of the **STRATEGIC ADVANCE** is to discuss issues and to create a long-term vision for your company (5 – 10 years) supported by short-term goals (1 – 3 years), priorities and measures resulting in a Plan of Action that can then be communicated to the respective team members.

The process of strategically advancing your company begins with first understanding where you are. This is done by obtaining an objective view of the company's culture and an in-depth SWOT analysis (strength, weakness, opportunity and threats).

Then we must start to crystallize our thinking to determine where we want to go. This is the critical piece of aligning and unifying the key players in the team that will lead the company to the vision through fulfillment of its mission.

Finally, once the team has unified and aligned through consensus on decisions that change and/or determine the future of the organization, an in-depth plan of action will be created. Key Result Areas (KRA), Key Performance Indicators (KPI) and Imperative Action Steps for the corporate goal will be identified. Visual management of all goals, KRA's and KPI's will also be prepared.

A process of this nature allows your company to provide a foundation for every department and every person to contribute and be involved in the success of the company.