



## Strategic Planning

Are you clear about what your organisation needs to do?  
Is your top team engaged and in agreement?  
Are your key change projects prioritised and scoped?

We will focus your top team to create and define your long-term plans and help convey these so that your teams know clearly what they have to do.

**Our research shows that organisations are often undecided and unclear about their business aims. We often see . . .**

***Unclear strategic direction leading to***

- *Confused leaders*
- *Over 50% loss of potential revenues*
- *Operational inefficiency: Over 60% reduction in operational performance*

***Conflicting team goals leading to***

- *Confused employees*
- *Over 80% reduction in team performance*
- *Reduced motivation: Up to 75% increase in staff turnover*

***Poor project portfolio planning leading to:***

- *Omission and duplication of effort:*
- *Up to 3-fold delay to projects due to reworking*
- *Inflexible and poorly coordinated resourcing*
- *Up to 50% increase in project costs*

### **Our three stage approach.**

We work with your people to develop three stages

- ◆ Visioning - defining and articulating your vision
- ◆ Alignment - engaging and focusing your top team
- ◆ Planning - constructing the project portfolio

which we weave together into a tailored programme.

### **What is the value of this work?**

Our work can quickly achieve clarity, commitment by your senior managers in what needs to be achieved and success will be measured.

### **How do we engage with you?**

At the heart of our programme is engagement. CTS believes in the full involvement and challenge of your leaders and decision makers.

The **Visioning** stage is a six-step process:

- ◆ Defining your current position
- ◆ Researching your markets and competition
- ◆ Clarifying your product and service offerings
- ◆ Agreeing the scorecard and success measures
- ◆ Engaging and communicating with your people

The **Alignment** stage develops your top team to lead change projects and includes three steps:

- ◆ Motivation, intent and impact – a real understanding of self and affect on others. Explores how to 'adapt to connect better'.
- ◆ Personal achievement - priorities, goals and ownership
- ◆ Purpose in practice – how do your leaders promote the vision?

The **Planning** stage is devoted to preparing the roadmap of change projects.

- ◆ Identifying and scoping the change projects
- ◆ Prioritising projects and agreeing the roadmap
- ◆ Agreeing project ownership and roadmap communication

### **Would you like to discuss further?**

Contact us on 01628 771960 to discuss the options so we can propose the right approach for your organisation.