

# Strategic Planning & Development

Many organisations undertake periodic strategic planning to build a sustainable and profitable business.

For strategic planning to be effective however, managers need to also think strategically. Strategic planning is usually programmed by the application of systems whereas strategic thinking combines intuition and creativity with the knowledge of the organisation's position in the environment.

The challenge of strategic thinking when planning is the effort and risk involved in forecasting what is happening in the economy and markets and identifying what competitors and customers are likely to do and how then your organisation is going to plan to build sustainable success within this environment.

Take a look at your business. Are your critical business strategies well defined? Are they successful? Does there seem to be a lack of focus on where the company is headed? Does everyone clearly understand the goals for the business? Strategically, how will the business achieve those goals? Is your current planning horizon longer than one year? Are you developing annual business/operating plans without a strategic plan in place?

A strategic plan should drive operating plans and budgets.

*SG Learning and Development* offers a practical and interactive approach to developing and implementing strategic direction within your organisation. We can guide you to successfully develop and implement strategies for growth and assist you in finding solutions for your business needs.

Our experienced team of Consultants will:

- Help you analyse underlying issues, including the assessment of core competence, scenarios, strategic options and implementation activities
- Challenge current thinking and assist you to explore new options
- Help you identify opportunities for competitive advantage
- Facilitate management throughout the strategic thinking and planning process to achieve the agreed outcomes
- Help you develop measurable and appropriate goals and objectives
- Drive the strategic and tactical changes needed within your organisation

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Strategic planning is an organisation's process of defining its strategy, or direction, and making decisions on allocating its resources to pursue this strategy, including its capital and people

*From Wikipedia*



# Strategic Planning Model

Strategic planning determines where an organisation is going over the next year or more, how it's going to get there and how it'll know if it got there or not. The focus of a strategic plan is usually on the entire organisation, while the focus of a business plan is usually on a particular product, service or program.

There are a variety of perspectives, models and approaches used in strategic planning. The way that a strategic plan is developed depends on the nature of the organisation's leadership, culture of the organisation, complexity of the organisation's environment, size of the organisation, expertise of planners, etc.

There are a number of critical steps involved in the strategic planning process to develop a solid and actionable plan. We work closely with our clients to establish the best model for the organisation.

The following model is an example of a goals based planning model that we use.



## When Should Strategic Planning be Done?

The scheduling for the strategic planning process depends on the nature and needs of the organisation and the immediate external environment. These might include:

- When an organisation is getting started
- In preparation for a new major venture
- Each year in preparation for the coming fiscal year

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A workable strategic plan defines an organisation's reason for being, defines the critical issues, establishes a vision, sets measurable objectives, and, most importantly, prioritises strategies for achieving the vision