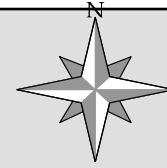


Profound Results



CONSULTING EXCELLENCE

Strategic Planning Essentials

PROFOUND RESULTS ~ CONSULTING EXCELLENCE

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*"Intelligent solutions delivered with
innovation & integrity ~ one Company at a time" ©*

Mission

- Purpose for existence
 - Unique capabilities
-

Vision

- Clear & bold statement of the highest desired future state; “Ideal Future”
 - Serves to inspire and achieve outcomes
-

Values

“Be great in act, as you have been in thought. Suit the action to the word and the word to action.”

~ William Shakespeare ~

Goals

- The basis for implementation of Strategy design
- A “what” to be achieved; an end-state or outcome
- Usually long-term with shared understanding of importance

Strategy Defined

“**Strategic Planning** is a systematic process through which an organization agrees on – and builds commitment among key stakeholders – to priorities that are essential to its mission and are responsive to the environment. Strategic planning guides the acquisition and allocation of resources to achieve these priorities”

“**Strategy development**... assumes that an organization must respond to an environment that is dynamic and hard to predict. Strategic Planning stresses the importance of making decisions that position an organization to successfully respond to the changes in environment, including the changes by competitors and collaborators.”

Michael Allison & Judy Kaye Hayden

- *Strategic Planning for Nonprofit Organizations*

What is Strategy?

Strategy is making choices to select and accomplish an organization's business objectives given the following:

- **Environment:** Healthcare Industry, Markets, Customers, Technology, Lifecycles, Suppliers, Regulators, Physicians and Providers
- **Competitors:** Advantages, Likely Moves, Disadvantages, S.W.O.T., Perceived barriers, Differentiators
- **Capabilities and Resources:** Culture, Strengths, Finances, Weaknesses, Delivery of services, Products, Resident satisfaction

How is Strategic Planning Accomplished?

Strategic planning begins by addressing the following three questions:

- *Where are we today?*
- *Where are we going?*
- *How do we get there?*