Profound ✴ Results

Strategic Thinking Model

MISSION & VISION

- Overall Purpose
- Ideal Future
- Unique Capabilities
- Customers & Culture
- Consistency in Actions & Words

VALUES & PRINCIPLES

Stakeholders:
- Customers/Clients
- Board of Directors
- Owners/Investors
- Executive Team
- Leaders/Managers/Staff
- Industry Leaders
- Partners/Vendors
- Business Community

Driving Forces:
- Customer/Client Needs
- Economics/Competitors
- Market Needs
- Demographics
- Staffing & Budget
- Technology
- Staff Capabilities
- S.W.O.T. Analysis

STRATEGIC GOALS

- 3-5 Year Strategic Direction
- Realistic & Attainable Goals
- Clear Communication to All
- Update Master Plan Annually

Review, Monitor & Measure

ACTION PLANS

- Clear Objectives & Outcomes
- S.M.A.R.T. Action Planning
- Project Oriented
- Who? What? When? How?
- Align Structures & Systems

- Performance Measures
- Stakeholder Satisfaction
- Staff Development
- Growth & Margin

DEPLOYMENT

- Solid Leadership Skills
- Focus on the "Vital Few"
- Rewards & Recognition
- Constant Improvement