



Three Simple Tactics to ensure a Solid Business Foundation



Clarifying and communicating your Strategic Plan

Andrew Richardson

Clarifying and communicating your Strategic Plan

- “Planning is an unnatural process; it is much more fun to do something. The nicest thing about not planning is that failure comes as a complete surprise, rather than being preceded by a period of worry and depression.”
- ***Sir John Harvey-Jones***
- “Life is what happens while you’re busy making other plans.”
- ***John Lennon***

Clarifying and communicating your Strategic Plan

- “A plan is a list of actions arranged in whatever sequence is thought likely to achieve an objective”
- **John Argenti, British Management Consultant**



Clarifying and communicating your Strategic Plan

- Strategic Objective
 - Concise
 - Measurable
 - Cast in concrete
- Must be set by the owner



Clarifying and communicating your Strategic Plan

- What are the major issues that could prevent you from achieving your objective?
- How many?
- Who should be involved in identifying them?
- What are you going to do about them?



Clarifying and communicating your Strategic Plan

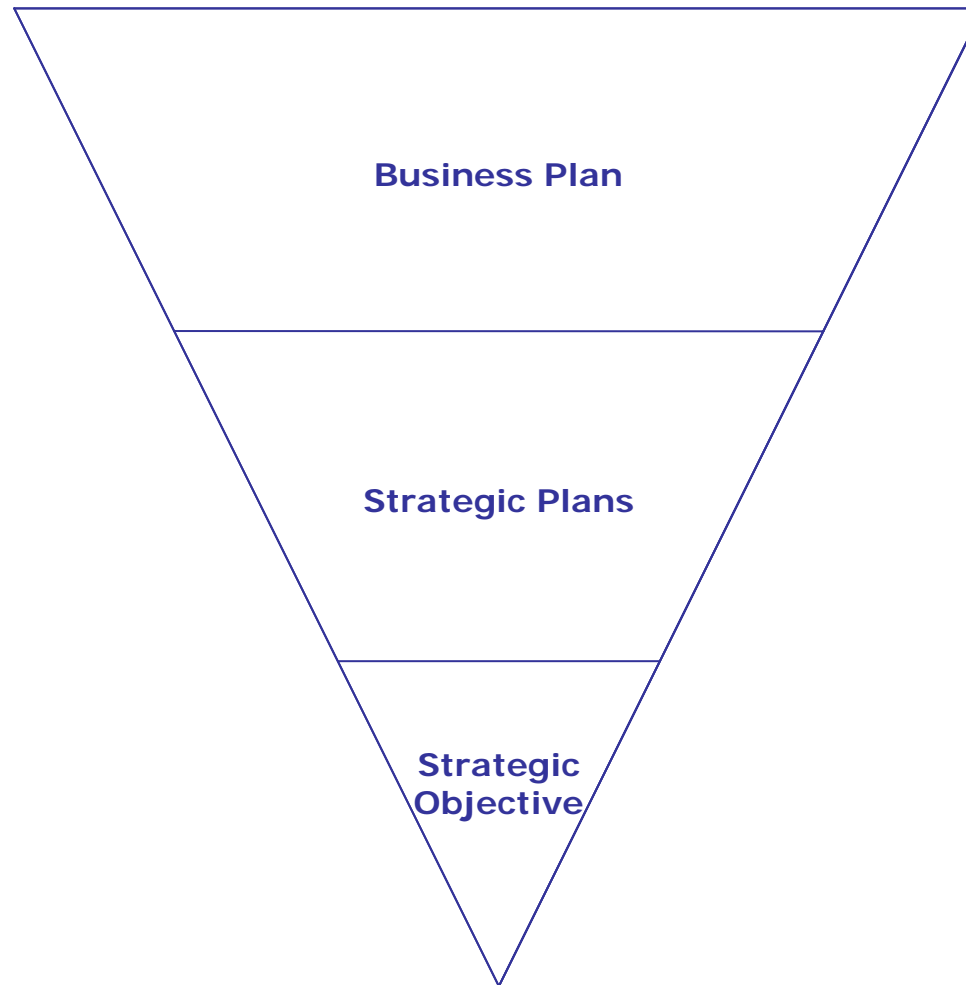
- Developing a Plan
 - Who should be involved?
 - How?
 - Structured approach
 - Plan should be “SMART”
 - S**pecific
 - M**easurable
 - A**ttainable
 - R**elevant
 - T**ime-bounded



Clarifying and communicating your Strategic Plan

- We have a Plan!
- Now what do we do?
 - Tell the team
 - Review it regularly
 - Tell the team

Clarifying and communicating your Strategic Plan



Clarifying and communicating your Strategic Plan

- “It's not the plan that is important, it's the planning.”
- *Dr Graeme Edwards, Australian Management Consultant*

Clarifying and communicating your Strategic Plan

- Short exercise from the hard copy booklet :
 - 7 rows
 - 4 possible scores for each
 - mark whichever most appropriate to your organisation
 - Total up score for all 7 rows



Clarifying and communicating your Strategic Plan



Clarifying and communicating your Strategic Plan

<u>Score</u>	<u>Comments</u>
7 – 10	It must be lonely and hard work making all the decisions in the business. There has to be a better way.
11 – 16	Little planning and most people in the dark about what the business is trying to achieve. Plenty of scope for improvement.
17 – 22	You are on the right track but could do better.
23 – 28	Excellent, but would the result be the same if someone else in your organisation had responded?



You Are Not Alone

Maximising positive contributions from your team.

Paul Fileman



Trust No One



Stress Reduction Kit



Directions:

1. Place kit on FIRM surface
2. Follow directions in circle of kit
3. Repeat step 2 as necessary, or until unconscious
4. If unconscious, cease stress reduction activity

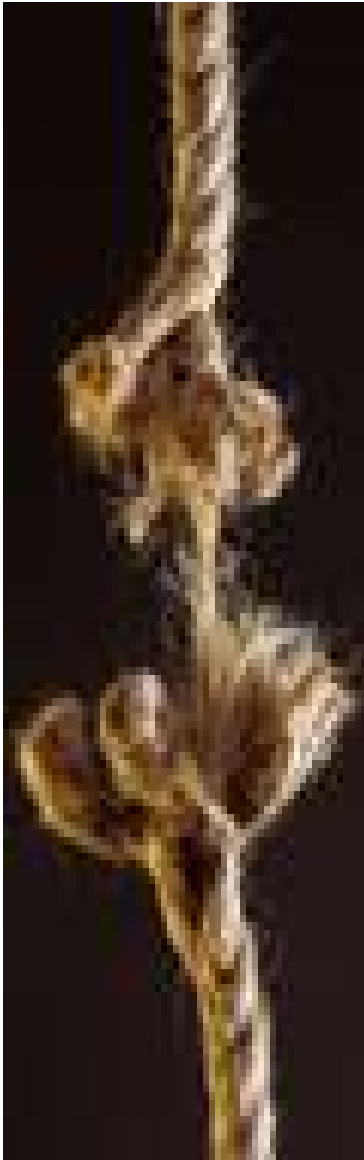


Leadership vs. Management

- Leadership
 - Doing the right things
- Management
 - Doing things right

Management

- Recruit for the long term
- Delegate
- Review effectively
- Place a value on your time
- Eliminate single points of failure





Delegate

- Buy-in
- Empowerment
- Discipline
- Review

Buy-In

- Shared understanding
- Critical Success Factors
- Aligned objectives

- Order
- Harmony



Management

- Planning
- People development
- Proactive review
- Finances



Harness
the full
team



You are Not Alone





15 Minutes



Seeing is Believing

David Dunbavand

KPI's.

Everyone does some of this..... right?



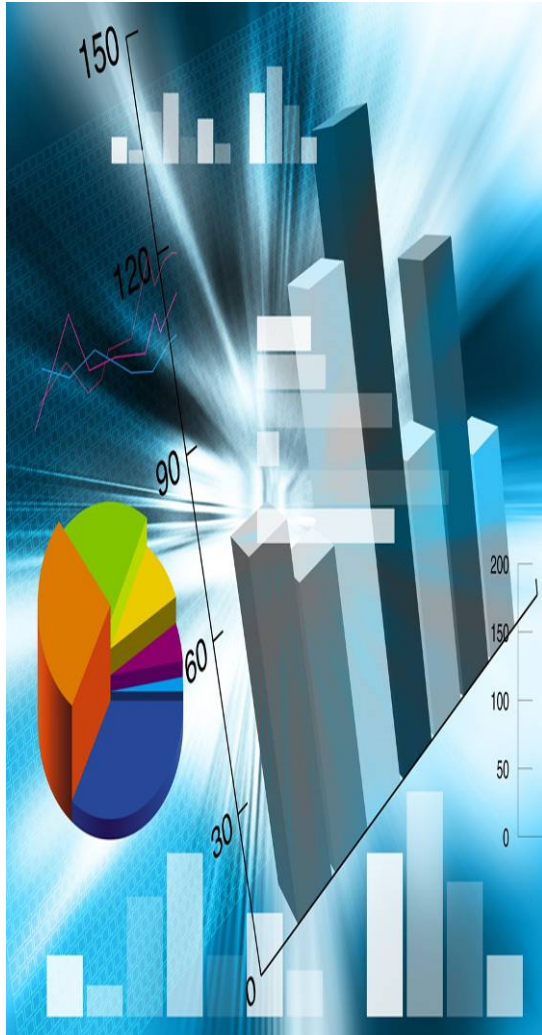
- Management Accounts

- P/L

- Creditors

- Debtors

- Sales performance



Some do a lot!

- *Business Intelligence*
- *Management Console's*
- *Digital Dashboard*
- *Scorecards*
- *Data warehousing*

- **An obsession in PLC!!**

Common Sense?

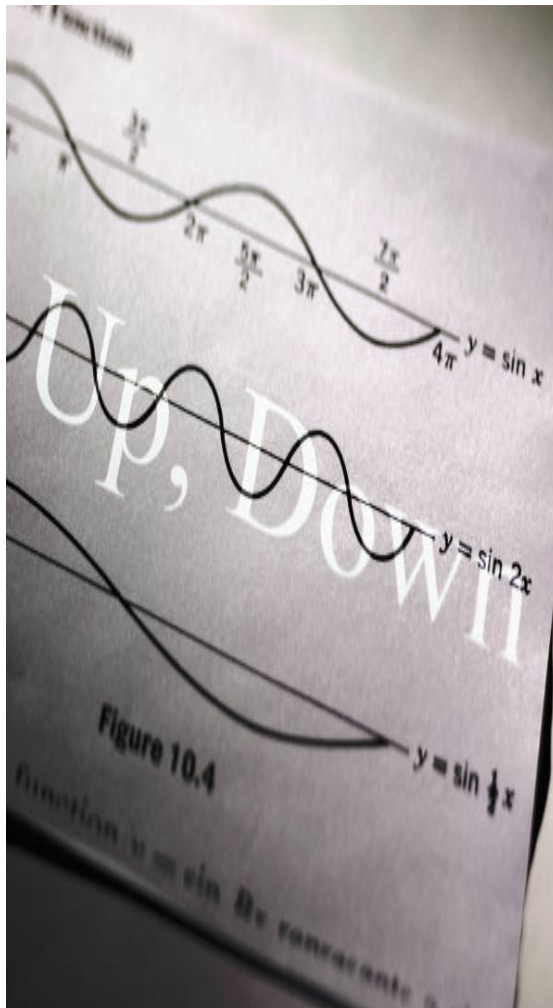


- “What gets measured gets done”
- “Inspect don’t expect”
- “Watch the pennies and the £’s.....”



- *Simple Example!!*

First Things First



- Start by ensuring a simple summary of business critical data is reviewed on a weekly or at least monthly basis
 - And most importantly ask
- “What can we learn from these results??”

Walk before trying to run



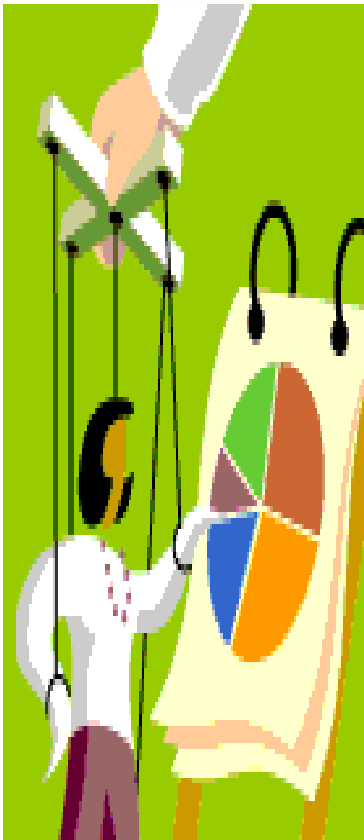
- Needs to cover business drivers
 - Sales
 - Pipeline
 - Costs
 - Service

 - How realistic are the forecast/targets

 - What areas cause the most concern

 - Track them!

Engaging the organisation



- What **DO** we measure
- What **SHOULD** we measure
- What **CAN** we measure

- **Agree** realistic targets
- **WHO** reports them and **WHEN**

Headlines Background

The devil is in the detail

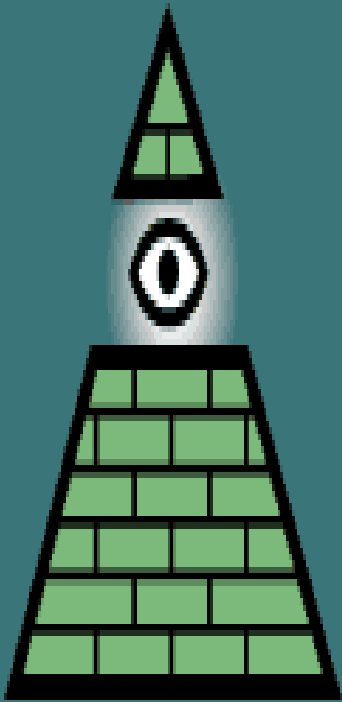
Gross sales

Volumes achieved

Price Achieved

Product mix

Fulfilment Issues

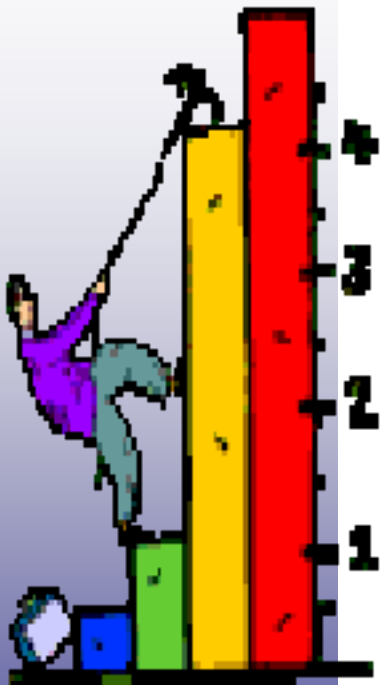


Once Up and Running

- Ensure all KPI's are controllable?
 - Currency/Interest rates
- Weekly (Short Interval Control)
- Evolve and add themes
- Involve all and Make Public



Engaging the Organisation #2



- Plan Vs Actual
 - Identify any drift
 - Re-forecast if needed
 - What specific action needed
- It adds real value!
 - Client example – Sales Performance

Engaging the organisation #3



The review Process and Actions
means

You have just (re) ignited your

Continuous Improvement !!!!

Process

Table Exercise



- 20 mins
 - Assess Now
 - Identify Needs
 - Identify Gaps
 - 3 actions
- 5 minute feedback – Share quickwins

In Summary



1

- SIMPLE to start

2

- Target and Actual

3

- Simple and Visual

4

- Headlines/Background

5

- Agree What and When

6

- Review and Action

7

- Continuous Improvement

Stay true to the blue chips!

Seeing is Believing





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