

## **Business Planning Strategy Guide**

---

The following is a guide to effective planning for a business

- Planning requires different thinking than in the past. The change and movement in this industry is going into hyper drive due to numerous factors:
  - Artificial Intelligence becoming real
  - VC money invested in our industry
  - Overall business practices changing with buying behaviors, time availability, use of internet resources, etc.
  - “Other”...
  - Who is involved in planning?
    - Strategic thinkers provide a design.
    - Executive team refines.
    - Others in front line positions can be involved in tactical design.
- New planning models requirements:
  - Determine what we want/need as owners of a business. This is short and long term.
  - Be smart about clear pictures of the future. We can guess where things are going if we truly look at the facts of what is happening. But, we have to spend time on those facts.
  - Have high level business acumen about our business and understand how we have to change (productivity, hiring profiles, what we will do for our clients in the future, speed of implementing, risk awareness, etc).
  - Determine ALL of the strategies that will guarantee our success.
  - Break down those strategies into 90 day desired results (4x).
  - Build out tactics for the first 90 days.
  - Lay out a quarterly “re-plan” meeting with executive team to build each 90 day plan for the year.
  - Create a monitoring system to keep accountable to execution.
  - Make speed a priority