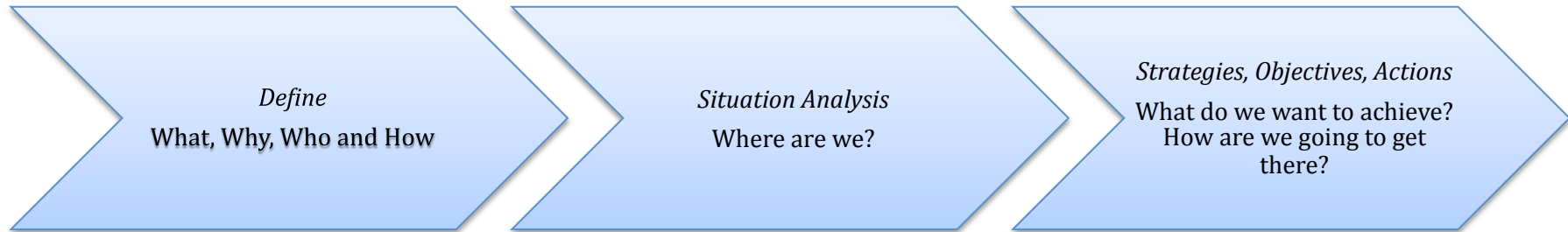


StrategicActionsm Planning Process



Provide Clarity

- Mission
What's are business?
- Why?
- Vision
What are we going to be?
- Guiding Principles/ Core Values
How will we achieve it?

Assess Facts and Data Draw Conclusions

- Market Analysis
Evaluate and prioritize market opportunities
- Competitive Analysis
Identify current competitive advantages & areas for improvement. Determine where potential needs are not fully being met.
- Internal Analysis
Review history for lessons learned. Assess current capabilities vs. market expectations and competitors. Evaluate the effectiveness of key policies and processes. Is the voice of the customer being heard?
- External Analysis
Identify and evaluate the macro external factors.
- SWOT Draw conclusions and prioritize

Provide a Roadmap and Create Accountability

- Create the strategies to capitalize on the strengths /opportunities; address the areas for improvement; protect against the threats
- Define success by establishing primary financial and non-financial objectives
- Establish the roadmap by establishing milestone objectives, action plans, timetables and individual accountabilities.