

SYSTEMS FOR SUCCESS

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The Strategic Planner

NAME YOUR DREAM:

Here are some key questions that you will answer in the process of developing your strategic plan:

- » Where are you now?
- » Where do you want to be?
- » How will you get there?
- » What obstacles will you encounter?
- » How will you overcome these obstacles?
- » What resources will you require?
- » How will you get these resources?
- » When will you take action?
- » How will you measure the success of your strategy?
- » When will you review the outcomes of your strategy?

STRATEGIC PLANNING: STEP 2

Vision Mapping

In the space provided there are two X's. Near the bottom X write the date when this specific dream was conceived, this is X number 1. Beside the top X write the date when you want this dream to be fulfilled, this is X number 2. Next draw another X somewhere in between the two existing X's. This is X number 3 and it represents where you think you are now in relation to the fulfilment of your dream.

Now draw a line from X number 1 to X number 3 that represents the process that you have been through to get to where you are now. This line does not need to be straight. If your process has had twists and turns or detours, try to reflect the journey with the line that you draw. Place dots along the line that represent significant moments along the journey. Try to label these dots with a few key words that describe the event.

Next draw a line from X number 3 to X number 2. You will need to use intuition and every piece of information you have available to predict what you think the journey will look like from where you are now to the fulfilment of your dreams.

X1

X2

STRATEGIC PLANNING STEP 3

Goal Setting

In this section we will focus on how to set S.M.A.R.T. goals. A S.M.A.R.T. goal is a stepping-stone towards the fulfilment of your dream. Depending on the size of your dream you may have to accomplish a number of goals in order to bring your big dream to life. Strategic Planning is all about figuring out, which is your next priority goal and how are you going to accomplish that goal?

S.M.A.R.T. stands for:

- » **S** – specific
- » **M** – measurable
- » **A** – attainable
- » **R** – realistic
- » **T** – time-frame

S.M.A.R.T. GOALS

SPECIFIC

GIVE A DETAILED DESCRIPTION OF WHAT IT WILL LOOK LIKE WHEN YOU HAVE FULLY ACCOMPLISHED YOUR GOAL?

MEASURABLE

WHAT MEASURABLE OUTCOMES/RESULTS CAN YOU USE TO TRACK THE SUCCESS/PROGRESS OF THIS GOAL?

(weight loss, increased production, improved relationship, more of something, less of something)

ATTAINABLE

AN ATTAINABLE GOAL IS A GOAL WITH A CLEAR AND VIABLE STRATEGY ATTACHED TO IT

DEVELOPING A STRATEGIC PLAN

WHAT ACTIONS ARE YOU GOING TO TAKE TO ACCOMPLISH THIS GOAL?

WHAT RESOURCES DO YOU NEED TO ACCOMPLISH THIS GOAL?
(advice, training, a team, finance, tools, equipment, time)

WHAT RESOURCES DO YOU ALREADY HAVE?

WHAT RESOURCES DO YOU STILL NEED TO ACQUIRE?
(expert assistance, specialised equipment, a team, finance, time)

HOW ARE YOU GOING TO ACQUIRE THESE RESOURCES?

WHAT IS THE ORDER OF PRIORITY FOR ACQUIRING THESE RESOURCES?

WHEN ARE YOU GOING TO ACQUIRE THESE RESOURCES?

WHEN ARE YOU GOING TO INITIATE YOUR PLAN?

REALISTIC AND TIME BOUND

WHAT IS THE SPECIFIC DATE BY, WHICH YOU WANT TO HAVE COMPLETED THIS GOAL?

CONSIDERING EVERYTHING ELSE HAPPENING IN YOUR LIFE
IS THIS A REALISTIC TIME FRAME FOR ACCOMPLISHING THIS GOAL?

STRATEGIC PLANNING: STEP 4

S.W.O.T. Analysis

Use the S.W.O.T. analysis template to make a list of the Strengths, Weaknesses, Opportunities and Threats associated with your strategy:

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

STRATEGIC PLANNING: STEP 5

DECISION TIME!

NOW THAT YOU HAVE CAREFULLY DEVELOPED AND ANALYSED YOUR STRATEGIC PLAN YOU NEED TO ANSWER SOME IMPORTANT QUESTIONS

ARE YOU FULLY PERSUADED THAT THIS STRATEGIC PLAN WILL WORK?

CAN YOU THINK OF ANY WAYS THAT YOUR STRATEGY COULD BE IMPROVED?

WHO HAVE YOU SHARED YOUR PLAN WITH FOR THE PURPOSE OF CONSTRUCTIVE FEEDBACK?

LIST ANY IDEAS THEY HAD FOR HOW YOU COULD IMPROVE YOUR STRATEGIC PLAN BELOW

ARE YOU FULLY PERSUADED THAT YOU CAN ACCOMPLISH THIS GOAL BY YOUR DEADLINE?

IF YOU ARE CONVINCED THAT THIS IS A VIABLE STRATEGIC PLAN
WHEN WILL YOU INITIATE YOUR STRATEGIC PLAN?

SUMMARISE YOUR STRATEGIC PLAN FOR ACCOMPLISHING THIS GOAL:

CONFIRM THE DATE THAT YOU WANT TO ACCOMPLISH THIS GOAL BY:

YOUR NAME		SIGNATURE	
WITNESSES NAME		SIGNATURE	
DATE		DAYS UNTIL THE DEADLINE	